# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC MOVIE SPEC.(S) | A | 12.1 | .3 | 20 | 1094 | 1521 | 273 | 219 | 75 | 682 | 269 | 431 | 397 | 286 | 203 | 524 | 243 | 373 | 328 | 219 | 116 | 140 | 47 | 175 | 103 |
| TUE 9.00P 120 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 FF | | | | | | | | | | | | | | | | | | | | | | | | | |
| THE MAN WITH ONE RED SHOE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 12.4 | .2 | 19 | 1121 | 1537 | 272 | 212 | 87 | 689 | 294 | 440 | 394 | 275 | 200 | 480 | 220 | 341 | 300 | 210 | 106 | 142 | 49 | 225 | 127 |
| 9.30 - 10.00 | A | 12.6 | .3 | 20 | 1139 | 1537 | 275 | 223 | 79 | 687 | 284 | 440 | 402 | 277 | 199 | 511 | 243 | 368 | 321 | 209 | 108 | 153 | 47 | 185 | 103 |
| 10.00 - 10.30 | A | 12.2 | .3 | 20 | 1103 | 1507 | 275 | 224 | 75 | 679 | 264 | 434 | 400 | 289 | 200 | 536 | 250 | 385 | 341 | 222 | 117 | 139 | 45 | 153 | 94 |
| 10.30 - 11.00 | A | 11.4 | .4 | 20 | 1031 | 1474 | 265 | 211 | 56 | 659 | 228 | 401 | 384 | 298 | 208 | 564 | 259 | 395 | 345 | 231 | 132 | 122 | 43^ | 128 | 84 |
| ABC THURSDAY NIGHT MOVIE(R) | A | 10.9 | .1 | 18 | 985 | 1460 | 290 | 226 | 86 | 680 | 308 | 447 | 375 | 263 | 185 | 483 | 211 | 344 | 330 | 218 | 105 | 132 | 62 | 165 | 93 |
| THU 9.00P 120 ABC 2 | B | 10.5 | .2 | 18 | 950 | 1529 | 272 | 214 | 78 | 651 | 269 | 418 | 359 | 276 | 187 | 588 | 247 | 420 | 400 | 277 | 121 | 123 | 48 | 168 | 99 |
| 212 98 FF 13 | C~ | 8.8 | .1 | 16 | 796 | 1551 | 293 | 220 | 69 | 775 | 218 | 402 | 381 | 377 | 319 | 531 | 182 | 320 | 311 | 257 | 174 | 93 | 47 | 132 | 86 |
| ALL OF ME | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 11.2 | .1 | 18 | 1012 | 1499 | 275 | 214 | 87 | 656 | 289 | 416 | 348 | 247 | 196 | 446 | 186 | 298 | 285 | 193 | 117 | 156 | 82 | 242 | 130 |
| 9.30 - 10.00 | A | 11.2 | .1 | 18 | 1012 | 1470 | 281 | 225 | 94 | 668 | 310 | 442 | 371 | 251 | 178 | 484 | 218 | 344 | 330 | 212 | 101 | 141 | 69 | 177 | 101 |
| 10.00 - 10.30 | A | 10.7 | .1 | 17 | 967 | 1459 | 306 | 243 | 79 | 690 | 320 | 468 | 389 | 268 | 172 | 503 | 224 | 373 | 362 | 233 | 92 | 127 | 53 | 140 | 84 |
| 10.30 - 11.00 | A | 10.4 | .1 | 18 | 940 | 1423 | 304 | 225 | 86 | 714 | 317 | 468 | 399 | 288 | 193 | 507 | 221 | 365 | 350 | 236 | 111 | 106 | 42^ | 95 | 54 |
| AMERICA'S MOST WANTED | A | 9.6 | .0 | 15 | 868 | 1791 | 358 | 319 | 95 | 731 | 334 | 527 | 435 | 315 | 162 | 624 | 283 | 457 | 395 | 286 | 115 | 180 | 90 | 256 | 173 |
| SUN 8.00P 30 FOX 2 | B | 8.4 | .0 | 14 | 764 | 1744 | 385 | 338 | 92 | 730 | 338 | 540 | 459 | 317 | 143 | 632 | 289 | 475 | 412 | 293 | 112 | 168 | 84 | 215 | 143 |
| 138 88 OP 24 | C~ | 6.8 | .0 | 13 | 615 | 1742 | 360 | 312 | 106 | 699 | 321 | 520 | 425 | 303 | 148 | 660 | 318 | 527 | 444 | 301 | 104 | 165 | 81 | 194 | 114 |
| BEAUTY & THE BEAST(R) | A | 7.0 | .1 | 13 | 633 | 1611 | 282 | 210 | 74 | 866 | 196 | 479 | 481 | 461 | 323 | 466 | 129 | 260 | 263 | 233 | 174 | 71^ | 38^ | 207 | 126 |
| FRI 8.00P 60 CBS 1 | B | 7.0 | .1 | 13 | 633 | 1611 | 282 | 210 | 74 | 866 | 196 | 479 | 481 | 461 | 323 | 466 | 129 | 260 | 263 | 233 | 174 | 71^ | 38^ | 207 | 126 |
| 201 92 A 41 | C~ | 11.0 | .3 | 21 | 994 | 1639 | 340 | 259 | 75 | 864 | 236 | 464 | 452 | 421 | 346 | 510 | 132 | 268 | 264 | 265 | 206 | 80 | 46 | 173 | 104 |
| 8.00 - 8.30 | A | 6.9 | .0 | 13 | 624 | 1588 | 269 | 202 | 68^ | 865 | 183 | 463 | 470 | 457 | 340 | 451 | 120 | 239 | 247 | 219 | 179 | 75 | 38^ | 197 | 115 |
| 8.30 - 9.00 | A | 7.1 | .1 | 13 | 642 | 1633 | 295 | 219 | 81 | 868 | 210 | 494 | 492 | 464 | 308 | 480 | 138 | 281 | 278 | 247 | 168 | 68^ | 38^ | 217 | 137 |
| BEST OF SCTV(S) | A | 7.9 | .3 | 13 | 714 | 1543 | 312 | 254 | 87 | 712 | 312 | 493 | 426 | 299 | 173 | 502 | 240 | 388 | 339 | 209 | 80 | 194 | 94 | 134 | 88 |
| WED 9.00P 120 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 CV | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 10.0 | .2 | 16 | 904 | 1561 | 303 | 253 | 91 | 706 | 314 | 502 | 412 | 292 | 167 | 473 | 228 | 366 | 302 | 191 | 77 | 205 | 97 | 178 | 117 |
| 9.30 - 10.00 | A | 8.1 | .2 | 13 | 732 | 1581 | 342 | 275 | 97 | 728 | 330 | 517 | 449 | 314 | 158 | 517 | 252 | 402 | 354 | 211 | 76 | 195 | 96 | 141 | 97 |
| 10.00 - 10.30 | A | 7.1 | .3 | 12 | 642 | 1544 | 320 | 260 | 95 | 719 | 323 | 507 | 447 | 305 | 159 | 525 | 250 | 413 | 374 | 228 | 73 | 189 | 89 | 111 | 66^ |
| 10.30 - 11.00 | A | 6.4 | .3 | 11 | 579 | 1465 | 277 | 224 | 60^ | 696 | 272 | 434 | 395 | 284 | 215 | 504 | 231 | 377 | 337 | 212 | 99 | 184 | 92 | 82 | 55^ |
| BEYOND TOMORROW | A | 3.2 | .1 | 6 | 289 | 1627 | 244 | 200 | 72^ | 686 | 257 | 429 | 350 | 304 | 188 | 683 | 253 | 426 | 384 | 325 | 209 | 82^ | 29v | 176 | 111^ |
| SAT 9.00P 60 FOX 2 | B | 3.3 | .1 | 6 | 298 | 1564 | 259 | 205 | 67^ | 632 | 222 | 378 | 319 | 298 | 197 | 650 | 250 | 431 | 408 | 326 | 155 | 106 | 46^ | 176 | 121 |
| 123 85 DO 3 | C | 3.5 | .1 | 6 | 319 | 1614 | 253 | 207 | 65 | 650 | 235 | 396 | 343 | 300 | 206 | 681 | 269 | 471 | 452 | 344 | 147 | 130 | 39^ | 154 | 112 |
| 9.00 - 9.30 | A | 3.3 | .1 | 6 | 298 | 1570 | 257 | 201 | 66^ | 669 | 237 | 395 | 336 | 298 | 207 | 659 | 250 | 401 | 356 | 303 | 210 | 77^ | 35v | 165 | 109^ |
| 9.30 - 10.00 | A | 3.1 | .1 | 6 | 280 | 1687 | 231 | 198 | 79^ | 703 | 280 | 466 | 365 | 310 | 167 | 709 | 255 | 454 | 413 | 348 | 207 | 87^ | 23v | 188 | 113^ |
| BODYWATCHING(S) | A | 6.0 | .2 | 11 | 542 | 1513 | 291 | 212 | 70^ | 764 | 216 | 415 | 389 | 364 | 283 | 530 | 174 | 295 | 267 | 245 | 186 | 81^ | 39^ | 138 | 70^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| BODYWATCHING(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT 9.00P 60 CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 203 97 DO | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 6.0 | .1 | 11 | 542 | 1548 | 279 | 204 | 68^ | 762 | 220 | 412 | 382 | 356 | 284 | 550 | 191 | 312 | 281 | 248 | 188 | 84^ | 38^ | 153 | 78^ |
| 9.30 - 10.00 | A | 6.0 | .2 | 11 | 542 | 1478 | 304 | 219 | 71^ | 766 | 213 | 417 | 396 | 372 | 282 | 511 | 157 | 277 | 253 | 241 | 185 | 78^ | 40^ | 123 | 61^ |
| B BUNNY:ALL AMERICAN HERO(S,R) | A | 9.2 | .1 | 15 | 832 | 1715 | 260 | 214 | 98 | 668 | 255 | 410 | 372 | 266 | 233 | 468 | 199 | 314 | 306 | 196 | 132 | 104 | 47^ | 474 | 275 |
| TUE 8.00P 30 CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 204 97 EA | | | | | | | | | | | | | | | | | | | | | | | | | |
| CADETS(S) | A | 8.3 | .1 | 15 | 750 | 1525 | 264 | 200 | 61^ | 678 | 190 | 344 | 329 | 300 | 281 | 461 | 163 | 270 | 236 | 216 | 162 | 138 | 77 | 248 | 175 |
| SUN 7.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 205 97 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAMPAIGN '88:DEBATE-ANAL.(S) | A | 12.1 | .3 | 19 | 1094 | 1558 | 253 | 161 | 46 | 819 | 115 | 293 | 313 | 384 | 457 | 664 | 109 | 228 | 265 | 308 | 382 | 34^ | 11^ | 41^ | 24^ |
| SUN 9.30P 30 CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 210 99 P | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAVANAUGHS | A | 12.3 | .1 | 19 | 1112 | 1520 | 295 | 228 | 92 | 810 | 231 | 408 | 408 | 346 | 331 | 432 | 135 | 241 | 243 | 195 | 161 | 106 | 61 | 171 | 97 |
| MON 8.30P 30 CBS 2 | B | 11.0 | .1 | 18 | 994 | 1498 | 315 | 253 | 86 | 818 | 261 | 443 | 427 | 340 | 315 | 419 | 134 | 237 | 236 | 192 | 152 | 103 | 65 | 157 | 96 |
| 203 96 CS 7 | C~ | 9.1 | .1 | 16 | 823 | 1472 | 308 | 233 | 69 | 818 | 223 | 403 | 394 | 349 | 360 | 442 | 123 | 218 | 227 | 206 | 186 | 80 | 48 | 132 | 83 |
| CBS FRIDAY MOVIE(R) | A | 9.6 | .3 | 17 | 868 | 1551 | 292 | 207 | 74 | 896 | 229 | 443 | 440 | 444 | 370 | 480 | 144 | 231 | 221 | 222 | 218 | 55 | 37^ | 121 | 61 |
| FRI 9.00P 120 CBS 2 | B | 9.6 | .3 | 17 | 863 | 1654 | 239 | 181 | 77 | 721 | 232 | 408 | 381 | 331 | 256 | 476 | 194 | 299 | 263 | 200 | 153 | 101 | 57 | 356 | 208 |
| 204 95 FF 15 | C~ | 9.2 | .2 | 18 | 832 | 1596 | 276 | 199 | 70 | 753 | 212 | 398 | 389 | 371 | 301 | 528 | 170 | 292 | 286 | 256 | 192 | 98 | 49 | 198 | 127 |
| STILLWATCH | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 8.6 | .2 | 15 | 777 | 1606 | 286 | 205 | 78 | 909 | 225 | 451 | 459 | 456 | 372 | 488 | 149 | 240 | 226 | 222 | 216 | 50^ | 37^ | 159 | 99 |
| 9.30 - 10.00 | A | 9.2 | .3 | 16 | 832 | 1559 | 294 | 206 | 70 | 907 | 223 | 440 | 456 | 456 | 374 | 483 | 152 | 231 | 217 | 221 | 224 | 49^ | 32^ | 120 | 59 |
| 10.00 - 10.30 | A | 10.0 | .3 | 17 | 904 | 1546 | 293 | 209 | 74 | 894 | 235 | 450 | 442 | 445 | 360 | 472 | 147 | 231 | 226 | 220 | 207 | 60 | 40^ | 120 | 56 |
| 10.30 - 11.00 | A | 10.6 | .3 | 19 | 958 | 1505 | 294 | 209 | 73 | 879 | 233 | 433 | 410 | 425 | 373 | 477 | 131 | 226 | 215 | 226 | 223 | 57 | 39^ | 92 | 38^ |
| CBS MONDAY MOVIE(R) | A | 15.4 | .4 | 24 | 1392 | 1452 | 346 | 263 | 71 | 855 | 237 | 458 | 466 | 432 | 320 | 428 | 123 | 224 | 213 | 210 | 172 | 70 | 39 | 99 | 64 |
| MON 9.00P 120 CBS 1 | B | 15.4 | .4 | 24 | 1392 | 1452 | 346 | 263 | 71 | 855 | 237 | 458 | 466 | 432 | 320 | 428 | 123 | 224 | 213 | 210 | 172 | 70 | 39 | 99 | 64 |
| 205 96 FF 1 | C | 15.4 | .4 | 24 | 1392 | 1452 | 346 | 263 | 71 | 855 | 237 | 458 | 466 | 432 | 320 | 428 | 123 | 224 | 213 | 210 | 172 | 70 | 39 | 99 | 64 |
| A STRANGER WAITS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 14.2 | .2 | 22 | 1284 | 1442 | 345 | 259 | 75 | 835 | 228 | 448 | 458 | 419 | 312 | 409 | 109 | 207 | 201 | 205 | 169 | 73 | 46 | 124 | 79 |
| 9.30 - 10.00 | A | 15.5 | .3 | 24 | 1401 | 1460 | 354 | 269 | 73 | 860 | 241 | 473 | 479 | 438 | 311 | 429 | 122 | 227 | 217 | 214 | 167 | 73 | 41 | 98 | 64 |
| 10.00 - 10.30 | A | 15.7 | .4 | 25 | 1419 | 1448 | 347 | 261 | 71 | 861 | 239 | 456 | 469 | 441 | 324 | 424 | 121 | 218 | 209 | 209 | 172 | 74 | 37 | 89 | 60 |
| 10.30 - 11.00 | A | 16.0 | .3 | 27 | 1446 | 1477 | 343 | 264 | 66 | 873 | 243 | 462 | 466 | 435 | 336 | 454 | 138 | 244 | 226 | 215 | 180 | 63 | 33 | 87 | 56 |
| CBS THURSDAY MOVIE(R) | A | 9.3 | .2 | 15 | 841 | 1435 | 318 | 239 | 69 | 854 | 262 | 469 | 428 | 382 | 323 | 387 | 118 | 222 | 202 | 178 | 142 | 81 | 47^ | 114 | 74 |
| THU 9.00P 120 CBS 2 | B | 10.9 | .2 | 18 | 985 | 1505 | 317 | 245 | 69 | 838 | 237 | 468 | 441 | 398 | 313 | 487 | 138 | 276 | 274 | 241 | 177 | 78 | 42 | 102 | 68 |
| 206 99 FF 2 | C | 10.9 | .2 | 18 | 985 | 1505 | 317 | 245 | 69 | 838 | 237 | 468 | 441 | 398 | 313 | 487 | 138 | 276 | 274 | 241 | 177 | 78 | 42 | 102 | 68 |
| KIDS LIKE THESE | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS THURSDAY MOVIE(R)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 8.2 | .1 | 13 | 741 | 1422 | 319 | 241 | 76 | 853 | 261 | 473 | 420 | 375 | 321 | 371 | 116 | 220 | 198 | 166 | 133 | 78 | 45^ | 119 | 77 |
| 9.30 - 10.00 | A | 9.2 | .2 | 14 | 832 | 1425 | 326 | 242 | 67 | 844 | 260 | 469 | 433 | 368 | 313 | 379 | 120 | 230 | 204 | 173 | 130 | 82 | 52^ | 120 | 77 |
| 10.00 - 10.30 | A | 9.9 | .2 | 16 | 895 | 1445 | 318 | 242 | 67 | 852 | 268 | 479 | 433 | 387 | 313 | 389 | 118 | 224 | 206 | 185 | 140 | 86 | 51^ | 117 | 76 |
| 10.30 - 11.00 | A | 9.9 | .1 | 17 | 895 | 1446 | 310 | 230 | 66 | 865 | 260 | 457 | 426 | 396 | 343 | 404 | 120 | 215 | 199 | 187 | 164 | 76 | 40^ | 102 | 65 |
| CBS TUESDAY MOVIE | A | 8.5 | .2 | 14 | 768 | 1540 | 335 | 278 | 99 | 856 | 292 | 488 | 444 | 362 | 311 | 457 | 164 | 273 | 248 | 205 | 162 | 80 | 43^ | 147 | 79 |
| TUE 8.30P 150 CBS 2 | B | 10.1 | .2 | 17 | 913 | 1483 | 331 | 256 | 96 | 849 | 262 | 460 | 449 | 401 | 318 | 438 | 146 | 253 | 235 | 207 | 160 | 76 | 43 | 121 | 70 |
| 206 97 FF 18 | C~ | 11.6 | .4 | 20 | 1049 | 1532 | 311 | 233 | 78 | 820 | 233 | 440 | 428 | 403 | 315 | 491 | 145 | 270 | 270 | 244 | 181 | 82 | 42 | 147 | 83 |
| WHITE NIGHTS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | A | 8.4 | .2 | 13 | 759 | 1622 | 320 | 256 | 110 | 816 | 267 | 458 | 432 | 355 | 303 | 472 | 158 | 274 | 256 | 221 | 174 | 91 | 49^ | 242 | 129 |
| 9.00 - 9.30 | A | 8.8 | .2 | 14 | 796 | 1593 | 338 | 285 | 111 | 859 | 292 | 491 | 456 | 360 | 312 | 455 | 143 | 257 | 234 | 217 | 173 | 87 | 45^ | 193 | 106 |
| 9.30 - 10.00 | A | 8.9 | .3 | 14 | 805 | 1546 | 339 | 281 | 98 | 863 | 305 | 492 | 439 | 357 | 316 | 461 | 172 | 282 | 250 | 203 | 157 | 78 | 45^ | 145 | 80 |
| 10.00 - 10.30 | A | 8.1 | .2 | 13 | 732 | 1485 | 352 | 294 | 85 | 879 | 299 | 506 | 456 | 376 | 313 | 463 | 184 | 288 | 258 | 197 | 150 | 72 | 44^ | 72 | 34^ |
| 10.30 - 11.00 | A | 8.2 | .2 | 14 | 741 | 1465 | 331 | 276 | 89 | 872 | 301 | 498 | 444 | 369 | 316 | 441 | 166 | 269 | 245 | 189 | 154 | 71 | 35^ | 80 | 40^ |
| DUET(R) | A | 3.3 | .1 | 6 | 298 | 1534 | 341 | 296 | 103^ | 756 | 416 | 596 | 437 | 279 | 119^ | 483 | 277 | 363 | 287 | 143^ | 98^ | 144^ | 79^ | 150^ | 83^ |
| SUN 10.00P 30 FOX 2 | B | 3.5 | .1 | 6 | 316 | 1471 | 315 | 286 | 97 | 700 | 358 | 528 | 389 | 263 | 145 | 495 | 277 | 394 | 294 | 164 | 88 | 150 | 78 | 126 | 77 |

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 122 83 CS 11 | C~ | 3.4 | .1 | 6 | 307 | 1515 | 327 | 290 | 109 | 669 | 343 | 501 | 408 | 248 | 130 | 550 | 296 | 452 | 329 | 192 | 76 | 149 | 89 | 171 | 114 |
| '88 DEBATE-ANALYSIS(S) | A | 9.9 | .2 | 15 | 895 | 1616 | 271 | 189 | 61 | 774 | 177 | 338 | 359 | 349 | 371 | 724 | 197 | 397 | 427 | 376 | 254 | 51^ | 25^ | 66 | 44^ |
| SUN 9.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 98 P | | | | | | | | | | | | | | | | | | | | | | | | | |
| EQUALIZER(R) | A | 11.7 | .0 | 19 | 1058 | 1509 | 273 | 207 | 75 | 788 | 191 | 401 | 407 | 374 | 333 | 495 | 144 | 263 | 272 | 232 | 181 | 109 | 49 | 117 | 55 |
| WED 9.00P 60 CBS 2 | B | 10.5 | .0 | 17 | 945 | 1538 | 276 | 214 | 65 | 794 | 200 | 411 | 411 | 377 | 328 | 533 | 157 | 288 | 298 | 246 | 191 | 96 | 44 | 115 | 60 |
| 207 99 PD 10 | C~ | 10.1 | .0 | 18 | 913 | 1530 | 278 | 210 | 63 | 788 | 190 | 395 | 389 | 384 | 343 | 564 | 159 | 285 | 288 | 255 | 222 | 78 | 37 | 107 | 61 |
| 9.00 - 9.30 | A | 10.8 | .1 | 17 | 976 | 1526 | 267 | 203 | 74 | 799 | 189 | 401 | 412 | 375 | 339 | 491 | 135 | 251 | 269 | 232 | 186 | 108 | 49 | 128 | 65 |
| 9.30 - 10.00 | A | 12.6 | .0 | 20 | 1139 | 1495 | 278 | 211 | 77 | 779 | 192 | 401 | 402 | 373 | 328 | 499 | 152 | 274 | 274 | 233 | 177 | 110 | 50 | 107 | 46 |
| FIRST IMPRESSIONS | A | 4.6 | .0 | 9 | 416 | 1556 | 227 | 172 | 93^ | 764 | 235 | 379 | 344 | 284 | 346 | 502 | 100^ | 225 | 234 | 249 | 255 | 100^ | 63^ | 189 | 85^ |
| SAT 8.00P 30 CBS 1 | B | 4.6 | .0 | 9 | 416 | 1556 | 227 | 172 | 93^ | 764 | 235 | 379 | 344 | 284 | 346 | 502 | 100^ | 225 | 234 | 249 | 255 | 100^ | 63^ | 189 | 85^ |
| 208 98 CS 4 | C~ | 4.8 | .1 | 10 | 434 | 1556 | 250 | 183 | 71 | 753 | 204 | 355 | 325 | 302 | 348 | 526 | 147 | 253 | 268 | 245 | 221 | 101 | 54 | 194 | 105 |
| 48 HOURS | A | 7.5 | .0 | 12 | 678 | 1423 | 264 | 208 | 66^ | 774 | 214 | 393 | 364 | 344 | 335 | 527 | 151 | 283 | 287 | 240 | 202 | 39^ | 10v | 82 | 46^ |
| THU 8.00P 60 CBS 2 | B | 10.8 | .1 | 18 | 976 | 1495 | 282 | 216 | 55 | 793 | 179 | 377 | 375 | 377 | 358 | 579 | 161 | 295 | 307 | 269 | 236 | 47 | 18^ | 77 | 41 |
| 207 99 DN 3 | C | 9.1 | .1 | 16 | 823 | 1476 | 278 | 211 | 55 | 787 | 176 | 367 | 377 | 379 | 353 | 572 | 156 | 289 | 303 | 270 | 235 | 45 | 17^ | 72 | 38 |
| HARD SELL | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | A | 7.9 | .0 | 13 | 714 | 1398 | 255 | 205 | 60^ | 755 | 207 | 371 | 339 | 322 | 345 | 520 | 137 | 264 | 272 | 235 | 213 | 33^ | 9v | 90 | 50^ |
| 8.30 - 9.00 | A | 7.1 | .0 | 11 | 642 | 1450 | 275 | 211 | 73 | 796 | 223 | 417 | 391 | 368 | 324 | 535 | 167 | 304 | 303 | 245 | 189 | 46^ | 11v | 73 | 41^ |
| FRANK'S PLACE(R) | A | 4.4 | .0 | 8 | 398 | 1587 | 257 | 195 | 76^ | 803 | 207 | 382 | 338 | 340 | 383 | 533 | 155 | 274 | 246 | 254 | 234 | 85^ | 44^ | 167 | 69^ |
| SAT 8.30P 30 CBS 1 | B | 4.4 | .0 | 8 | 398 | 1587 | 257 | 195 | 76^ | 803 | 207 | 382 | 338 | 340 | 383 | 533 | 155 | 274 | 246 | 254 | 234 | 85^ | 44^ | 167 | 69^ |
| 210 99 CS 10 | C~ | 4.8 | .0 | 10 | 434 | 1502 | 269 | 206 | 71 | 753 | 211 | 382 | 361 | 322 | 335 | 545 | 155 | 293 | 303 | 263 | 221 | 73 | 36 | 121 | 76 |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| FULL HOUSE(R) | A | 11.2 | .0 | 20 | 1012 | 1564 | 272 | 225 | 81 | 750 | 312 | 478 | 374 | 260 | 247 | 370 | 152 | 247 | 222 | 152 | 100 | 122 | 62 | 322 | 206 |
| FRI 8.30P 30 ABC 2 | B | 10.8 | .1 | 19 | 972 | 1555 | 267 | 217 | 88 | 741 | 298 | 452 | 369 | 263 | 257 | 408 | 161 | 260 | 243 | 168 | 120 | 120 | 60 | 285 | 186 |
| 208 99 CS 29 | C~ | 10.4 | .1 | 20 | 940 | 1634 | 274 | 218 | 92 | 745 | 260 | 428 | 383 | 297 | 279 | 404 | 161 | 258 | 237 | 176 | 120 | 157 | 97 | 320 | 213 |
| GARRY SHANDLING SHOW(R) | A | 7.3 | .0 | 11 | 660 | 1610 | 310 | 260 | 105 | 650 | 336 | 514 | 389 | 270 | 117 | 498 | 289 | 419 | 352 | 182 | 46^ | 208 | 94 | 254 | 181 |
| SUN 9.00P 30 FOX 2 | B | 5.9 | .0 | 9 | 533 | 1598 | 328 | 284 | 113 | 661 | 352 | 520 | 395 | 254 | 119 | 529 | 314 | 453 | 376 | 184 | 50 | 179 | 73 | 230 | 167 |
| 129 88 CS 29 | C~ | 4.5 | .1 | 8 | 407 | 1660 | 297 | 260 | 99 | 643 | 326 | 480 | 372 | 229 | 133 | 581 | 339 | 498 | 373 | 213 | 73 | 186 | 89 | 241 | 173 |
| GARRY SHANDLING-LAS VEGAS(S) | A | 6.6 | .1 | 13 | 597 | 1567 | 247 | 215 | 94 | 703 | 266 | 411 | 339 | 277 | 270 | 559 | 237 | 369 | 325 | 238 | 160 | 109 | 50^ | 196 | 141 |
| SAT 10.00P 60 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 CV | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | A | 6.8 | .2 | 13 | 615 | 1582 | 244 | 215 | 97 | 710 | 268 | 413 | 345 | 272 | 270 | 527 | 237 | 349 | 299 | 211 | 149 | 120 | 64^ | 225 | 159 |
| 10.30 - 11.00 | A | 6.5 | .1 | 13 | 588 | 1527 | 247 | 212 | 89 | 684 | 259 | 401 | 328 | 278 | 267 | 583 | 234 | 384 | 347 | 263 | 168 | 96 | 34^ | 164 | 119 |
| GROWING PAINS(R) | A | 13.7 | .0 | 24 | 1238 | 1570 | 283 | 242 | 101 | 708 | 299 | 467 | 387 | 263 | 216 | 381 | 161 | 268 | 237 | 152 | 96 | 192 | 93 | 288 | 185 |
| WED 8.00P 30 ABC 2 | B | 13.5 | .1 | 24 | 1216 | 1579 | 285 | 238 | 103 | 708 | 297 | 467 | 395 | 276 | 203 | 401 | 174 | 281 | 257 | 161 | 96 | 179 | 93 | 292 | 187 |
| 220 99 CS 29 | C~ | 14.2 | .1 | 26 | 1284 | 1632 | 307 | 257 | 101 | 713 | 323 | 489 | 407 | 270 | 186 | 428 | 213 | 315 | 268 | 169 | 90 | 203 | 116 | 289 | 191 |
| GROWING PAINS-TUE(S,R) | A | 14.5 | .1 | 24 | 1311 | 1517 | 272 | 220 | 75 | 714 | 270 | 429 | 365 | 275 | 240 | 404 | 164 | 259 | 231 | 175 | 110 | 161 | 80 | 237 | 149 |
| TUE 8.00P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| GROWING PAINS-THUR(S,R) | A | 13.9 | .1 | 23 | 1257 | 1586 | 263 | 209 | 79 | 644 | 267 | 409 | 325 | 252 | 201 | 390 | 182 | 277 | 228 | 154 | 91 | 211 | 108 | 341 | 203 |
| THU 8.00P 60 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 98 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | A | 12.7 | .1 | 22 | 1148 | 1574 | 256 | 198 | 78 | 645 | 252 | 397 | 324 | 262 | 209 | 395 | 186 | 283 | 226 | 156 | 92 | 200 | 100 | 334 | 199 |
| 8.30 - 9.00 | A | 15.1 | .0 | 24 | 1365 | 1596 | 269 | 218 | 81 | 643 | 279 | 419 | 326 | 243 | 194 | 387 | 179 | 273 | 229 | 152 | 91 | 220 | 114 | 346 | 206 |
| HEAD OF THE CLASS-TUE(S,R) | A | 15.3 | .0 | 24 | 1383 | 1576 | 287 | 236 | 86 | 691 | 298 | 438 | 370 | 247 | 212 | 415 | 197 | 296 | 244 | 163 | 96 | 180 | 82 | 290 | 175 |
| TUE 8.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 212 98 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| HEAD OF THE CLASS(R) | A | 13.5 | .0 | 22 | 1220 | 1573 | 309 | 268 | 92 | 713 | 308 | 496 | 398 | 276 | 188 | 383 | 184 | 287 | 229 | 144 | 77 | 212 | 114 | 265 | 174 |
| WED 8.30P 30 ABC 2 | B | 13.6 | .1 | 23 | 1225 | 1570 | 300 | 255 | 92 | 694 | 307 | 484 | 405 | 270 | 172 | 415 | 194 | 304 | 267 | 166 | 83 | 185 | 95 | 276 | 188 |
| 220 99 CS 47 | C~ | 15.1 | .1 | 25 | 1365 | 1671 | 324 | 276 | 107 | 719 | 328 | 499 | 421 | 276 | 179 | 458 | 225 | 343 | 296 | 185 | 89 | 207 | 114 | 290 | 192 |
| JUST THE TEN OF US(R) | A | 9.6 | .1 | 16 | 868 | 1625 | 235 | 189 | 99 | 727 | 275 | 428 | 347 | 269 | 278 | 391 | 154 | 266 | 236 | 170 | 104 | 156 | 73 | 352 | 209 |
| FRI 9.30P 30 ABC 1 | B | 9.6 | .1 | 16 | 868 | 1625 | 235 | 189 | 99 | 727 | 275 | 428 | 347 | 269 | 278 | 391 | 154 | 266 | 236 | 170 | 104 | 156 | 73 | 352 | 209 |
| 200 95 CS 1 | C | 9.6 | .1 | 16 | 868 | 1625 | 235 | 189 | 99 | 727 | 275 | 428 | 347 | 269 | 278 | 391 | 154 | 266 | 236 | 170 | 104 | 156 | 73 | 352 | 209 |
| LIVE DICK CLARK PRESENTS | A | 8.2 | .1 | 14 | 741 | 1517 | 232 | 184 | 68 | 779 | 173 | 354 | 360 | 337 | 369 | 539 | 137 | 294 | 309 | 259 | 199 | 91 | 40^ | 108 | 62^ |
| WED 8.00P 60 CBS 2 | B | 8.2 | .1 | 14 | 741 | 1510 | 241 | 191 | 72 | 776 | 174 | 353 | 355 | 336 | 365 | 498 | 138 | 278 | 291 | 233 | 174 | 115 | 56 | 121 | 75 |
| 198 96 GV 2 | C | 8.2 | .1 | 14 | 741 | 1510 | 241 | 191 | 72 | 776 | 174 | 353 | 355 | 336 | 365 | 498 | 138 | 278 | 291 | 233 | 174 | 115 | 56 | 121 | 75 |
| 8.00 - 8.30 | A | 7.6 | .0 | 13 | 687 | 1517 | 250 | 201 | 72 | 785 | 173 | 360 | 358 | 342 | 371 | 558 | 147 | 309 | 314 | 259 | 209 | 85 | 37^ | 88 | 55^ |
| 8.30 - 9.00 | A | 8.7 | .0 | 14 | 786 | 1535 | 219 | 171 | 65 | 783 | 175 | 353 | 365 | 337 | 373 | 529 | 131 | 284 | 309 | 262 | 192 | 96 | 43^ | 127 | 69 |
| MARRIED...WITH CHILDREN(R) | A | 9.2 | .1 | 14 | 832 | 1756 | 350 | 303 | 120 | 710 | 373 | 545 | 441 | 273 | 130 | 578 | 298 | 472 | 411 | 252 | 72 | 195 | 88 | 272 | 178 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| MARRIED...WITH CHILDREN(-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUN 8.30P 30 FOX 2 | B | 8.0 | .1 | 12 | 723 | 1702 | 365 | 319 | 117 | 701 | 363 | 542 | 444 | 278 | 123 | 602 | 322 | 493 | 410 | 251 | 78 | 172 | 84 | 226 | 152 |
| 128 87 CS 48 | C~ | 5.3 | .0 | 9 | 479 | 1846 | 336 | 304 | 111 | 682 | 362 | 531 | 414 | 256 | 125 | 688 | 387 | 567 | 454 | 263 | 80 | 199 | 92 | 263 | 168 |
| MR. BELVEDERE(R) | A | 9.9 | .0 | 17 | 895 | 1608 | 256 | 207 | 89 | 737 | 288 | 443 | 350 | 258 | 272 | 405 | 154 | 262 | 237 | 179 | 117 | 124 | 62 | 342 | 211 |
| FRI 9.00P 30 ABC 2 | B | 9.2 | .0 | 16 | 832 | 1584 | 275 | 224 | 94 | 758 | 291 | 453 | 377 | 276 | 272 | 421 | 157 | 262 | 243 | 181 | 129 | 112 | 53 | 294 | 187 |
| 198 94 CS 27 | C~ | 10.3 | .1 | 19 | 931 | 1625 | 272 | 217 | 94 | 732 | 248 | 419 | 370 | 304 | 284 | 417 | 159 | 261 | 239 | 186 | 130 | 160 | 98 | 320 | 215 |
| MR. BELVEDERE-SUN(S,R) | A | 8.4 | .1 | 15 | 759 | 1532 | 256 | 192 | 61 | 732 | 187 | 352 | 345 | 332 | 317 | 452 | 149 | 253 | 229 | 215 | 169 | 127 | 68 | 221 | 153 |
| SUN 7.00P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 209 99 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| MURDER, SHE WROTE(R) | A | 13.1 | .2 | 22 | 1184 | 1501 | 271 | 170 | 36^ | 878 | 139 | 340 | 359 | 433 | 473 | 553 | 99 | 194 | 210 | 254 | 319 | 25^ | 11^ | 45 | 30^ |
| SUN 10.00P 60 CBS 2 | B | 14.5 | .2 | 23 | 1306 | 1540 | 282 | 177 | 36 | 882 | 139 | 323 | 347 | 423 | 492 | 558 | 105 | 198 | 215 | 253 | 313 | 37 | 17^ | 64 | 38 |
| 209 99 SM 52 | C~ | 18.1 | .3 | 30 | 1636 | 1579 | 310 | 194 | 38 | 885 | 127 | 322 | 357 | 447 | 494 | 583 | 93 | 216 | 241 | 299 | 317 | 47 | 24 | 66 | 42 |
| 10.00 - 10.30 | A | 12.5 | .2 | 20 | 1130 | 1516 | 269 | 161 | 38^ | 883 | 138 | 328 | 354 | 431 | 482 | 571 | 100 | 194 | 213 | 260 | 335 | 19^ | 9v | 44 | 30^ |
| 10.30 - 11.00 | A | 13.7 | .1 | 23 | 1238 | 1487 | 273 | 178 | 34^ | 873 | 139 | 352 | 364 | 435 | 465 | 537 | 98 | 194 | 207 | 249 | 304 | 30^ | 13^ | 47 | 31^ |
| NEWHART(R) | A | 13.1 | .1 | 21 | 1184 | 1502 | 304 | 244 | 98 | 796 | 243 | 426 | 415 | 330 | 316 | 449 | 152 | 266 | 257 | 200 | 157 | 95 | 55 | 162 | 95 |
| MON 8.00P 30 CBS 2 | B | 11.3 | .1 | 19 | 1022 | 1469 | 321 | 260 | 88 | 808 | 244 | 435 | 419 | 346 | 324 | 456 | 136 | 256 | 253 | 215 | 169 | 73 | 44 | 133 | 79 |
| 204 97 CS 7 | C~ | 9.6 | .1 | 17 | 868 | 1475 | 320 | 248 | 75 | 807 | 235 | 416 | 391 | 341 | 341 | 487 | 132 | 253 | 256 | 231 | 191 | 64 | 36 | 117 | 74 |
| NFL MONDAY NIGHT FOOTBALL | A | 12.9 | .1 | 21 | 1166 | 1451 | 210 | 171 | 47 | 468 | 159 | 284 | 259 | 219 | 155 | 810 | 293 | 501 | 489 | 380 | 252 | 86 | 24^ | 86 | 52 |
| MON 8.00P 190 ABC 2 | B | 15.2 | .1 | 25 | 1374 | 1497 | 210 | 168 | 53 | 489 | 166 | 291 | 265 | 226 | 168 | 832 | 290 | 518 | 501 | 398 | 255 | 82 | 21 | 93 | 58 |
| 217 98 SE 3 | C | 16.5 | .1 | 28 | 1494 | 1533 | 227 | 184 | 54 | 511 | 175 | 305 | 281 | 236 | 174 | 857 | 294 | 542 | 523 | 419 | 257 | 81 | 20 | 85 | 51 |
| INDIANAPOLIS V CLEVELAND | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | A | 10.9 | .1 | 19 | 985 | 1420 | 216 | 166 | 43^ | 503 | 135 | 265 | 254 | 246 | 202 | 741 | 236 | 418 | 418 | 362 | 267 | 80 | 29^ | 96 | 52 |
| 8.30 - 9.00 | A | 11.9 | .0 | 19 | 1076 | 1462 | 224 | 179 | 44 | 477 | 152 | 278 | 255 | 230 | 166 | 803 | 270 | 477 | 469 | 382 | 273 | 87 | 22^ | 96 | 49 |
| 9.00 - 9.30 | A | 13.9 | .1 | 22 | 1257 | 1461 | 194 | 157 | 55 | 436 | 145 | 263 | 243 | 206 | 142 | 826 | 303 | 513 | 507 | 376 | 254 | 101 | 26^ | 99 | 53 |
| 9.30 - 10.00 | A | 13.4 | .1 | 20 | 1211 | 1433 | 203 | 168 | 56 | 447 | 157 | 281 | 255 | 212 | 139 | 802 | 302 | 507 | 497 | 369 | 239 | 98 | 28^ | 86 | 54 |
| 10.00 - 10.30 | A | 13.4 | .1 | 21 | 1211 | 1448 | 214 | 177 | 42 | 473 | 168 | 296 | 271 | 222 | 149 | 807 | 290 | 505 | 493 | 392 | 247 | 89 | 23^ | 80 | 55 |
| 10.30 - 11.00 | A | 13.9 | .1 | 22 | 1257 | 1464 | 211 | 179 | 41 | 476 | 181 | 308 | 268 | 210 | 148 | 853 | 330 | 548 | 526 | 396 | 244 | 68 | 18^ | 68 | 51 |
| 11.00 - 11.30 | A | 13.2 | .2 | 23 | 1193 | 1450 | 203 | 174 | 47 | 472 | 183 | 307 | 266 | 207 | 142 | 833 | 331 | 537 | 510 | 374 | 234 | 67 | 18^ | 77 | 52 |
| PERFECT STRANGERS(R) | A | 10.0 | .1 | 19 | 904 | 1492 | 277 | 220 | 74 | 736 | 283 | 429 | 347 | 265 | 269 | 403 | 146 | 234 | 230 | 167 | 138 | 95 | 36^ | 259 | 155 |
| FRI 8.00P 30 ABC 2 | B | 9.9 | .2 | 19 | 895 | 1515 | 273 | 215 | 82 | 741 | 278 | 431 | 359 | 278 | 274 | 432 | 147 | 247 | 241 | 191 | 154 | 102 | 49 | 241 | 150 |
| 217 99 CS 30 | C~ | 9.8 | .1 | 20 | 886 | 1603 | 272 | 209 | 85 | 770 | 245 | 407 | 377 | 310 | 305 | 439 | 160 | 255 | 240 | 196 | 144 | 128 | 76 | 261 | 170 |
| PERFECT STRANGERS-SAT.(S,R) | A | 9.6 | .1 | 18 | 868 | 1642 | 292 | 220 | 85 | 721 | 284 | 423 | 381 | 277 | 246 | 446 | 197 | 270 | 244 | 177 | 139 | 158 | 92 | 317 | 210 |
| SAT 8.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 207 98 CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| PERFECT STRANGERS-SUN(S,R) | A | 9.0 | .0 | 15 | 814 | 1532 | 304 | 260 | 106 | 718 | 323 | 492 | 401 | 284 | 189 | 540 | 243 | 391 | 339 | 232 | 119 | 137 | 63 | 137 | 99 |
| SUN 10.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 206 98 CS | | | | | | | | | | | | | | | | | | | | | | | | | |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRESIDENTIAL PORTRAIT | A | 11.9 | .2 | 19 | 1071 | 1442 | 339 | 259 | 75 | 842 | 250 | 459 | 453 | 411 | 313 | 419 | 128 | 223 | 206 | 199 | 165 | 84 | 46 | 96 | 58 |
| MON 10.02P 2 CBS 3 | B | 11.9 | .2 | 19 | 1071 | 1442 | 339 | 259 | 75 | 842 | 250 | 459 | 453 | 411 | 313 | 419 | 128 | 223 | 206 | 199 | 165 | 84 | 46 | 96 | 58 |
| 206 97 DO 3 | C | 11.9 | .2 | 19 | 1071 | 1442 | 339 | 259 | 75 | 842 | 250 | 459 | 453 | 411 | 313 | 419 | 128 | 223 | 206 | 199 | 165 | 84 | 46 | 96 | 58 |
| TUE&THU 9.56P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | A | 8.5 | .2 | 13 | 768 | 1444 | 318 | 245 | 70 | 837 | 269 | 468 | 426 | 362 | 311 | 413 | 142 | 248 | 223 | 186 | 143 | 82 | 52 | 112 | 67 |
| 10.00 - 10.30 | A | 15.2 | .3 | 23 | 1374 | 1440 | 351 | 266 | 78 | 846 | 240 | 454 | 468 | 438 | 314 | 423 | 120 | 210 | 196 | 206 | 177 | 84 | 43 | 88 | 54 |
| REPORTERS | A | 4.0 | .0 | 8 | 362 | 1535 | 295 | 246 | 79^ | 684 | 223 | 410 | 354 | 301 | 226 | 640 | 264 | 434 | 342 | 288 | 171 | 74^ | 41^ | 137 | 78^ |
| SAT 8.00P 60 FOX 2 | B | 3.9 | .1 | 7 | 353 | 1464 | 301 | 243 | 72 | 665 | 203 | 382 | 330 | 314 | 241 | 584 | 253 | 401 | 347 | 261 | 144 | 85 | 44^ | 131 | 76 |
| 123 86 DN 8 | C~ | 3.7 | .1 | 8 | 334 | 1531 | 289 | 227 | 73 | 670 | 213 | 389 | 359 | 341 | 247 | 606 | 252 | 415 | 378 | 294 | 153 | 83 | 32^ | 126 | 80 |
| 8.00 - 8.30 | A | 4.1 | .0 | 8 | 371 | 1499 | 299 | 254 | 83^ | 649 | 229 | 411 | 354 | 285 | 194 | 636 | 284 | 448 | 355 | 276 | 154 | 84^ | 46^ | 129 | 69^ |
| 8.30 - 9.00 | A | 3.9 | .1 | 7 | 353 | 1574 | 291 | 238 | 76^ | 720 | 217 | 409 | 354 | 317 | 259 | 645 | 244 | 419 | 328 | 302 | 190 | 65^ | 36^ | 144 | 89^ |
| RODNEY DANGERFIELD SPEC.(S,R) | A | 8.5 | .1 | 15 | 768 | 1650 | 264 | 217 | 92 | 698 | 266 | 409 | 351 | 267 | 266 | 571 | 253 | 369 | 328 | 230 | 168 | 124 | 65 | 258 | 174 |
| SAT 9.00P 60 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 212 99 CV | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 8.9 | .1 | 16 | 805 | 1668 | 273 | 221 | 90 | 699 | 276 | 414 | 356 | 261 | 262 | 568 | 257 | 370 | 332 | 226 | 163 | 132 | 72 | 269 | 177 |
| 9.30 - 10.00 | A | 8.0 | .1 | 14 | 723 | 1651 | 256 | 215 | 96 | 705 | 259 | 409 | 349 | 277 | 274 | 582 | 251 | 373 | 327 | 237 | 176 | 117 | 58^ | 248 | 174 |

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 60 MINUTES | A | 13.6 | .2 | 24 | 1229 | 1534 | 243 | 172 | 38^ | 681 | 131 | 269 | 295 | 312 | 360 | 748 | 163 | 313 | 347 | 347 | 362 | 25^ | 6v | 80 | 50 |
| SUN 7.38P 22 CBS 2 | B | 15.9 | .2 | 28 | 1441 | 1515 | 256 | 175 | 38 | 722 | 127 | 280 | 297 | 332 | 394 | 699 | 173 | 318 | 337 | 325 | 315 | 36 | 13^ | 58 | 35 |
| 211 99 DN 54 | C~ | 18.5 | .1 | 33 | 1672 | 1531 | 279 | 188 | 41 | 771 | 142 | 297 | 315 | 354 | 414 | 687 | 155 | 315 | 329 | 332 | 318 | 36 | 15 | 50 | 28 |
| SPORTSBREAK-SAT | A | 5.7 | .1 | 10 | 515 | 1480 | 324 | 232 | 59^ | 784 | 188 | 382 | 370 | 391 | 327 | 507 | 116 | 233 | 222 | 260 | 226 | 67^ | 33^ | 122 | 65^ |
| SAT 9.58P 1 CBS 1 | B | 5.7 | .1 | 10 | 515 | 1480 | 324 | 232 | 59^ | 784 | 188 | 382 | 370 | 391 | 327 | 507 | 116 | 233 | 222 | 260 | 226 | 67^ | 33^ | 122 | 65^ |
| 202 96 SN 1 | C | 5.7 | .1 | 10 | 515 | 1480 | 324 | 232 | 59^ | 784 | 188 | 382 | 370 | 391 | 327 | 507 | 116 | 233 | 222 | 260 | 226 | 67^ | 33^ | 122 | 65^ |
| SUMMER OLYMPICS-MONDAY(S) | A | 16.8 | .2 | 29 | 1519 | 1571 | 276 | 211 | 73 | 715 | 201 | 420 | 416 | 359 | 236 | 631 | 215 | 411 | 399 | 327 | 167 | 100 | 42 | 125 | 85 |
| MON 7.30P 270 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | A | 12.7 | .2 | 23 | 1148 | 1577 | 236 | 162 | 70 | 714 | 167 | 355 | 381 | 354 | 292 | 603 | 197 | 363 | 353 | 294 | 186 | 99 | 50 | 162 | 112 |
| 8.00 - 8.30 | A | 15.9 | .1 | 27 | 1437 | 1581 | 240 | 179 | 78 | 706 | 182 | 386 | 386 | 350 | 265 | 595 | 206 | 371 | 354 | 291 | 179 | 119 | 54 | 161 | 108 |
| 8.30 - 9.00 | A | 18.4 | .2 | 30 | 1663 | 1599 | 270 | 208 | 76 | 714 | 211 | 419 | 410 | 355 | 235 | 601 | 209 | 392 | 374 | 311 | 160 | 126 | 54 | 159 | 111 |
| 9.00 - 9.30 | A | 18.0 | .2 | 28 | 1627 | 1603 | 280 | 219 | 69 | 732 | 223 | 443 | 423 | 358 | 236 | 603 | 208 | 392 | 383 | 310 | 157 | 110 | 49 | 158 | 112 |
| 9.30 - 10.00 | A | 18.7 | .3 | 29 | 1690 | 1590 | 290 | 224 | 76 | 719 | 212 | 435 | 426 | 357 | 227 | 617 | 207 | 406 | 402 | 326 | 155 | 108 | 49 | 146 | 99 |
| 10.00 - 10.30 | A | 18.7 | .3 | 29 | 1690 | 1571 | 296 | 228 | 78 | 720 | 203 | 437 | 433 | 364 | 225 | 637 | 217 | 419 | 419 | 333 | 162 | 95 | 40 | 118 | 79 |
| 10.30 - 11.00 | A | 18.0 | .3 | 29 | 1627 | 1541 | 298 | 230 | 77 | 727 | 201 | 437 | 436 | 376 | 229 | 645 | 214 | 425 | 423 | 347 | 166 | 90 | 33 | 79 | 55 |
| 11.00 - 11.30 | A | 17.1 | .3 | 31 | 1546 | 1544 | 288 | 221 | 66 | 703 | 192 | 423 | 428 | 368 | 217 | 680 | 230 | 457 | 442 | 362 | 168 | 87 | 29^ | 74 | 46 |
| 11.30 - 12.00 | A | 13.6 | .2 | 31 | 1229 | 1535 | 275 | 212 | 59 | 695 | 213 | 420 | 410 | 349 | 210 | 713 | 246 | 474 | 434 | 368 | 187 | 58 | 15^ | 69 | 42 |
| SUMMER OLYMPICS-TUESDAY(S) | A | 16.9 | .1 | 30 | 1528 | 1546 | 277 | 224 | 71 | 694 | 200 | 409 | 402 | 349 | 236 | 659 | 222 | 429 | 416 | 334 | 185 | 82 | 23^ | 110 | 72 |
| TUE 7.30P 273 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS-TUESDAY(-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | A | 11.4 | .1 | 22 | 1031 | 1496 | 235 | 183 | 50 | 686 | 173 | 344 | 349 | 306 | 288 | 608 | 206 | 373 | 360 | 294 | 186 | 82 | 31^ | 119 | 77 |
| 8.00 - 8.30 | A | 14.3 | .2 | 25 | 1293 | 1531 | 252 | 199 | 53 | 700 | 175 | 372 | 375 | 340 | 276 | 632 | 214 | 388 | 372 | 298 | 199 | 77 | 23^ | 123 | 80 |
| 8.30 - 9.00 | A | 15.8 | .2 | 26 | 1428 | 1560 | 259 | 209 | 59 | 689 | 191 | 389 | 383 | 336 | 255 | 648 | 219 | 411 | 399 | 316 | 196 | 87 | 23^ | 137 | 91 |
| 9.00 - 9.30 | A | 18.4 | .1 | 30 | 1663 | 1551 | 268 | 217 | 60 | 672 | 183 | 394 | 382 | 344 | 235 | 649 | 215 | 415 | 411 | 320 | 190 | 96 | 27^ | 135 | 90 |
| 9.30 - 10.00 | A | 19.6 | .1 | 31 | 1772 | 1544 | 269 | 218 | 66 | 651 | 183 | 392 | 378 | 341 | 216 | 678 | 224 | 439 | 435 | 352 | 189 | 91 | 21^ | 125 | 87 |
| 10.00 - 10.30 | A | 20.4 | .1 | 34 | 1844 | 1562 | 292 | 239 | 81 | 701 | 209 | 426 | 415 | 359 | 227 | 670 | 223 | 449 | 440 | 354 | 175 | 88 | 23^ | 103 | 66 |
| 10.30 - 11.00 | A | 20.9 | .1 | 35 | 1889 | 1575 | 290 | 238 | 84 | 711 | 225 | 437 | 429 | 353 | 224 | 679 | 229 | 447 | 433 | 352 | 183 | 86 | 24^ | 98 | 61 |
| 11.00 - 11.30 | A | 17.8 | .1 | 34 | 1609 | 1548 | 298 | 243 | 88 | 714 | 226 | 448 | 442 | 359 | 213 | 688 | 237 | 471 | 443 | 360 | 176 | 68 | 20^ | 79 | 49 |
| 11.30 - 12.00 | A | 13.7 | .1 | 32 | 1238 | 1516 | 315 | 253 | 87 | 732 | 217 | 450 | 449 | 386 | 225 | 652 | 225 | 436 | 412 | 330 | 179 | 55 | 15^ | 77 | 48 |
| 12.00 - 12.30 | A | 14.6 | .1 | 38 | 1320 | 1496 | 288 | 234 | 85 | 697 | 199 | 412 | 416 | 366 | 228 | 658 | 237 | 440 | 403 | 325 | 179 | 67 | 25^ | 74 | 40 |
| SUMMER OLYMPICS-WEDNESDAY(S) WED 7.30P 270 NBC 215 99 SE | A | 18.1 | .2 | 32 | 1636 | 1520 | 267 | 217 | 76 | 690 | 202 | 410 | 413 | 350 | 224 | 626 | 224 | 404 | 395 | 315 | 172 | 95 | 34 | 110 | 71 |
| 7.30 - 8.00 | A | 12.2 | .1 | 24 | 1103 | 1413 | 229 | 175 | 59 | 666 | 158 | 335 | 361 | 331 | 267 | 510 | 144 | 284 | 284 | 273 | 179 | 100 | 31^ | 137 | 92 |
| 8.00 - 8.30 | A | 14.1 | .1 | 26 | 1275 | 1487 | 237 | 191 | 61 | 687 | 181 | 369 | 375 | 338 | 264 | 570 | 183 | 325 | 324 | 286 | 194 | 103 | 40 | 125 | 86 |
| 8.30 - 9.00 | A | 16.2 | .2 | 28 | 1464 | 1532 | 245 | 200 | 72 | 700 | 200 | 401 | 395 | 343 | 246 | 612 | 208 | 367 | 363 | 309 | 191 | 96 | 38 | 125 | 83 |
| 9.00 - 9.30 | A | 18.2 | .2 | 30 | 1645 | 1565 | 269 | 225 | 83 | 702 | 231 | 438 | 427 | 340 | 208 | 639 | 242 | 425 | 410 | 322 | 161 | 101 | 38 | 123 | 84 |
| 9.30 - 10.00 | A | 21.1 | .2 | 34 | 1907 | 1554 | 265 | 218 | 80 | 683 | 221 | 423 | 423 | 334 | 206 | 649 | 246 | 437 | 424 | 329 | 159 | 101 | 35 | 121 | 76 |
| 10.00 - 10.30 | A | 23.6 | .2 | 39 | 2133 | 1541 | 281 | 228 | 78 | 685 | 208 | 423 | 430 | 353 | 204 | 645 | 240 | 429 | 418 | 325 | 168 | 101 | 35 | 110 | 70 |
| 10.30 - 11.00 | A | 22.5 | .1 | 39 | 2034 | 1516 | 285 | 229 | 76 | 681 | 201 | 415 | 422 | 363 | 209 | 651 | 227 | 424 | 421 | 335 | 175 | 94 | 32 | 91 | 54 |
| 11.00 - 11.30 | A | 18.6 | .2 | 36 | 1681 | 1524 | 283 | 232 | 79 | 690 | 193 | 412 | 420 | 371 | 221 | 650 | 244 | 440 | 422 | 317 | 165 | 91 | 30 | 92 | 56 |
| 11.30 - 12.00 | A | 16.3 | .1 | 38 | 1474 | 1505 | 285 | 229 | 88 | 716 | 206 | 433 | 429 | 374 | 227 | 641 | 240 | 430 | 416 | 309 | 166 | 67 | 25^ | 80 | 49 |
| SUMMER OLYMPICS-THURSDAY(S) THU 7.30P 282 NBC 215 99 SE | A | 20.1 | .2 | 36 | 1817 | 1556 | 272 | 212 | 77 | 712 | 191 | 414 | 414 | 377 | 243 | 651 | 202 | 411 | 396 | 347 | 192 | 86 | 38 | 107 | 63 |
| 7.30 - 8.00 | A | 12.4 | .1 | 24 | 1121 | 1483 | 229 | 173 | 61 | 671 | 148 | 325 | 333 | 340 | 283 | 577 | 149 | 304 | 316 | 298 | 216 | 101 | 49 | 133 | 81 |
| 8.00 - 8.30 | A | 15.6 | .1 | 28 | 1410 | 1509 | 242 | 184 | 70 | 666 | 165 | 352 | 365 | 338 | 252 | 602 | 173 | 344 | 342 | 307 | 209 | 83 | 37 | 158 | 95 |
| 8.30 - 9.00 | A | 17.8 | .2 | 30 | 1609 | 1520 | 253 | 198 | 80 | 673 | 181 | 378 | 388 | 348 | 237 | 631 | 186 | 387 | 389 | 343 | 190 | 72 | 32 | 144 | 82 |
| 9.00 - 9.30 | A | 21.5 | .2 | 35 | 1944 | 1566 | 255 | 199 | 80 | 677 | 190 | 403 | 403 | 358 | 221 | 648 | 193 | 406 | 406 | 360 | 186 | 94 | 34 | 147 | 89 |
| 9.30 - 10.00 | A | 23.6 | .2 | 38 | 2133 | 1577 | 270 | 211 | 76 | 696 | 184 | 415 | 416 | 381 | 230 | 659 | 195 | 410 | 405 | 363 | 194 | 101 | 41 | 121 | 72 |
| 10.00 - 10.30 | A | 23.6 | .2 | 38 | 2133 | 1600 | 291 | 221 | 76 | 743 | 197 | 436 | 441 | 408 | 248 | 675 | 207 | 429 | 418 | 367 | 197 | 85 | 40 | 97 | 59 |
| 10.30 - 11.00 | A | 23.4 | .3 | 39 | 2115 | 1586 | 301 | 232 | 75 | 751 | 203 | 450 | 442 | 410 | 247 | 671 | 215 | 432 | 407 | 359 | 194 | 83 | 43 | 82 | 47 |
| 11.00 - 11.30 | A | 22.2 | .3 | 41 | 2007 | 1579 | 293 | 230 | 81 | 745 | 212 | 456 | 447 | 392 | 241 | 674 | 232 | 459 | 418 | 350 | 178 | 83 | 43 | 77 | 42 |
| 11.30 - 12.00 | A | 20.6 | .3 | 45 | 1862 | 1549 | 280 | 227 | 82 | 738 | 205 | 440 | 432 | 382 | 249 | 674 | 232 | 453 | 413 | 346 | 185 | 79 | 31 | 58 | 29 |
| 12.00 - 12.30 | A | 20.1 | .3 | 49 | 1817 | 1523 | 286 | 233 | 78 | 741 | 211 | 441 | 428 | 378 | 248 | 648 | 224 | 440 | 399 | 330 | 175 | 81 | 31 | 52 | 27 |
| SUMMER OLYMPICS-FRIDAY(S) CONT'D | A | 19.5 | .3 | 37 | 1763 | 1638 | 284 | 221 | 68 | 730 | 203 | 416 | 421 | 378 | 252 | 681 | 224 | 442 | 427 | 356 | 187 | 85 | 36 | 141 | 92 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

| PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE / NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS-FRIDAY(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 7.30P 270 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | A | 12.5 | .2 | 26 | 1130 | 1550 | 234 | 183 | 76 | 680 | 156 | 355 | 365 | 340 | 267 | 609 | 200 | 373 | 368 | 310 | 183 | 103 | 40^ | 158 | 86 |
| 8.00 - 8.30 | A | 15.8 | .3 | 31 | 1428 | 1623 | 255 | 205 | 80 | 728 | 196 | 389 | 394 | 350 | 274 | 631 | 208 | 390 | 374 | 312 | 192 | 106 | 39 | 159 | 94 |
| 8.30 - 9.00 | A | 18.1 | .3 | 34 | 1636 | 1625 | 269 | 207 | 67 | 725 | 191 | 380 | 389 | 366 | 277 | 665 | 211 | 404 | 390 | 340 | 208 | 85 | 32 | 150 | 94 |
| 9.00 - 9.30 | A | 19.7 | .3 | 35 | 1781 | 1647 | 280 | 214 | 67 | 736 | 204 | 407 | 420 | 379 | 262 | 679 | 218 | 426 | 420 | 351 | 198 | 75 | 26^ | 157 | 104 |
| 9.30 - 10.00 | A | 22.0 | .3 | 38 | 1989 | 1652 | 287 | 221 | 65 | 737 | 204 | 415 | 427 | 381 | 258 | 687 | 220 | 438 | 431 | 358 | 192 | 77 | 27 | 151 | 106 |
| 10.00 - 10.30 | A | 23.3 | .3 | 41 | 2106 | 1658 | 300 | 235 | 69 | 734 | 209 | 428 | 433 | 387 | 247 | 695 | 233 | 455 | 446 | 362 | 181 | 78 | 32 | 152 | 104 |
| 10.30 - 11.00 | A | 21.7 | .3 | 39 | 1962 | 1626 | 287 | 222 | 63 | 726 | 205 | 428 | 431 | 385 | 240 | 692 | 228 | 458 | 438 | 365 | 187 | 79 | 42 | 129 | 86 |
| 11.00 - 11.30 | A | 21.8 | .3 | 40 | 1971 | 1668 | 307 | 240 | 68 | 743 | 222 | 452 | 448 | 386 | 233 | 722 | 240 | 489 | 461 | 386 | 182 | 88 | 48 | 115 | 76 |
| 11.30 - 12.00 | A | 20.3 | .3 | 43 | 1835 | 1671 | 307 | 246 | 68 | 751 | 221 | 461 | 454 | 405 | 232 | 716 | 245 | 505 | 476 | 391 | 165 | 89 | 44 | 114 | 81 |
| SUMMER OLYMPICS SATURDAY(S) | A | 19.6 | .1 | 38 | 1772 | 1667 | 288 | 222 | 90 | 757 | 225 | 437 | 424 | 365 | 269 | 640 | 202 | 398 | 395 | 332 | 190 | 107 | 52 | 163 | 106 |
| SAT 7.30P 270 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | A | 13.9 | .2 | 29 | 1257 | 1511 | 277 | 214 | 64 | 718 | 189 | 384 | 387 | 343 | 284 | 570 | 165 | 329 | 325 | 304 | 194 | 74 | 34^ | 148 | 91 |
| 8.00 - 8.30 | A | 16.8 | .2 | 33 | 1519 | 1601 | 275 | 211 | 75 | 735 | 209 | 399 | 395 | 346 | 283 | 593 | 175 | 354 | 355 | 317 | 185 | 96 | 41 | 177 | 117 |
| 8.30 - 9.00 | A | 17.7 | .1 | 34 | 1600 | 1652 | 272 | 209 | 87 | 742 | 212 | 401 | 396 | 346 | 285 | 640 | 202 | 391 | 387 | 326 | 196 | 99 | 43 | 171 | 101 |
| 9.00 - 9.30 | A | 19.7 | .1 | 36 | 1781 | 1655 | 282 | 220 | 92 | 744 | 211 | 424 | 410 | 357 | 267 | 621 | 188 | 375 | 379 | 320 | 191 | 105 | 51 | 185 | 118 |
| 9.30 - 10.00 | A | 21.7 | .2 | 39 | 1962 | 1666 | 289 | 224 | 97 | 769 | 223 | 452 | 436 | 379 | 262 | 629 | 201 | 397 | 397 | 325 | 178 | 105 | 52 | 163 | 106 |
| 10.00 - 10.30 | A | 23.3 | .1 | 43 | 2106 | 1705 | 283 | 216 | 99 | 782 | 236 | 460 | 444 | 381 | 268 | 647 | 203 | 407 | 406 | 339 | 191 | 109 | 57 | 167 | 115 |
| 10.30 - 11.00 | A | 23.3 | .1 | 45 | 2106 | 1726 | 297 | 227 | 99 | 785 | 244 | 462 | 444 | 378 | 273 | 655 | 207 | 414 | 409 | 342 | 193 | 116 | 63 | 170 | 117 |
| 11.00 - 11.30 | A | 19.8 | .1 | 40 | 1790 | 1727 | 301 | 235 | 90 | 759 | 240 | 461 | 444 | 370 | 252 | 687 | 227 | 440 | 431 | 354 | 192 | 126 | 62 | 156 | 101 |
| 11.30 - 12.00 | A | 20.3 | .2 | 45 | 1835 | 1679 | 302 | 237 | 88 | 750 | 238 | 451 | 431 | 367 | 251 | 681 | 229 | 441 | 431 | 350 | 186 | 120 | 58 | 128 | 83 |
| SUMMER OLYMPICS SUNDAY-1(S) | A | 13.8 | .1 | 26 | 1248 | 1586 | 292 | 226 | 69 | 717 | 193 | 379 | 372 | 339 | 285 | 685 | 230 | 427 | 400 | 334 | 211 | 79 | 32^ | 106 | 64 |
| SUN 7.30P 29 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS SUNDAY-2(S) | A | 18.4 | .2 | 33 | 1663 | 1672 | 320 | 262 | 68 | 743 | 215 | 457 | 450 | 397 | 226 | 765 | 271 | 512 | 509 | 399 | 190 | 97 | 34 | 67 | 41 |
| SUN 9.37P 143 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | A | 17.0 | .1 | 27 | 1537 | 1717 | 350 | 283 | 57 | 803 | 220 | 490 | 485 | 439 | 249 | 744 | 243 | 480 | 482 | 403 | 201 | 96 | 38 | 74 | 43 |
| 10.00 - 10.30 | A | 19.4 | .2 | 32 | 1754 | 1716 | 330 | 265 | 65 | 762 | 202 | 458 | 467 | 420 | 235 | 776 | 264 | 512 | 520 | 412 | 198 | 104 | 37 | 74 | 46 |
| 10.30 - 11.00 | A | 19.4 | .2 | 33 | 1754 | 1694 | 310 | 253 | 68 | 728 | 198 | 442 | 443 | 397 | 226 | 789 | 278 | 530 | 534 | 414 | 190 | 109 | 35 | 68 | 43 |
| 11.00 - 11.30 | A | 18.6 | .3 | 36 | 1681 | 1643 | 316 | 263 | 76 | 717 | 226 | 456 | 440 | 373 | 206 | 769 | 285 | 525 | 515 | 398 | 180 | 95 | 33 | 61 | 38 |
| 11.30 - 12.00 | A | 17.2 | .3 | 40 | 1555 | 1601 | 303 | 251 | 70 | 724 | 232 | 453 | 422 | 369 | 221 | 740 | 279 | 504 | 482 | 365 | 182 | 77 | 27^ | 59 | 38 |
| TRACEY ULLMAN SHOW(R) | A | 5.8 | .1 | 9 | 524 | 1618 | 303 | 257 | 105 | 700 | 384 | 571 | 425 | 269 | 105 | 505 | 310 | 427 | 346 | 170 | 47^ | 180 | 98 | 233 | 162 |
| SUN 9.30P 30 FOX 2 | B | 4.8 | .1 | 7 | 429 | 1577 | 307 | 272 | 112 | 688 | 367 | 549 | 413 | 260 | 120 | 525 | 329 | 451 | 353 | 166 | 52^ | 154 | 80 | 210 | 140 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| TRACEY ULLMAN SHOW(R)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 129 87 CS 11 | C~ | 4.4 | .1 | 8 | 398 | 1580 | 303 | 283 | 110 | 658 | 342 | 506 | 381 | 234 | 136 | 531 | 322 | 465 | 343 | 188 | 54 | 185 | 93 | 211 | 145 |
| 20/20 | A | 9.7 | .1 | 17 | 877 | 1515 | 241 | 182 | 93 | 823 | 235 | 412 | 371 | 343 | 372 | 471 | 126 | 251 | 255 | 220 | 184 | 67 | 27^ | 153 | 90 |
| FRI 10.00P 60 ABC 2 | B | 10.8 | .1 | 19 | 976 | 1516 | 254 | 194 | 95 | 784 | 242 | 419 | 393 | 334 | 318 | 505 | 152 | 285 | 291 | 250 | 177 | 70 | 30 | 157 | 96 |
| 217 99 DN 51 | C~ | 12.3 | .2 | 23 | 1112 | 1549 | 289 | 214 | 81 | 798 | 217 | 415 | 423 | 395 | 317 | 570 | 161 | 322 | 336 | 294 | 193 | 79 | 40 | 110 | 72 |
| 10.00 - 10.30 | A | 9.7 | .1 | 17 | 877 | 1494 | 234 | 175 | 97 | 815 | 234 | 407 | 361 | 330 | 374 | 438 | 123 | 236 | 230 | 192 | 175 | 69 | 31^ | 172 | 95 |
| 10.30 - 11.00 | A | 9.8 | .1 | 18 | 886 | 1519 | 245 | 188 | 88 | 823 | 233 | 413 | 378 | 353 | 366 | 499 | 128 | 265 | 278 | 246 | 192 | 64 | 22^ | 134 | 84 |
| 21 JUMP STREET(R) | A | 6.2 | .0 | 11 | 560 | 1646 | 376 | 327 | 97 | 748 | 337 | 558 | 408 | 336 | 156 | 511 | 273 | 388 | 295 | 185 | 88 | 196 | 95 | 190 | 119 |
| SUN 7.00P 60 FOX 2 | B | 5.5 | .1 | 10 | 493 | 1609 | 378 | 332 | 99 | 733 | 364 | 563 | 415 | 298 | 133 | 466 | 253 | 363 | 270 | 176 | 75 | 201 | 107 | 210 | 125 |
| 137 88 OP 54 | C~ | 5.4 | .0 | 10 | 488 | 1717 | 354 | 305 | 86 | 689 | 334 | 533 | 417 | 303 | 122 | 536 | 304 | 438 | 321 | 210 | 74 | 236 | 132 | 230 | 144 |
| 7.00 - 7.30 | A | 5.7 | .0 | 11 | 515 | 1621 | 372 | 323 | 102 | 742 | 327 | 548 | 400 | 338 | 160 | 498 | 255 | 374 | 281 | 183 | 93 | 197 | 94 | 185 | 111 |
| 7.30 - 8.00 | A | 6.8 | .0 | 12 | 615 | 1642 | 374 | 325 | 92 | 743 | 341 | 559 | 409 | 329 | 151 | 515 | 284 | 394 | 303 | 183 | 84 | 192 | 95 | 192 | 124 |
| WEST 57TH | A | 5.2 | .1 | 10 | 470 | 1483 | 286 | 190 | 61^ | 812 | 169 | 360 | 388 | 396 | 371 | 526 | 84^ | 224 | 236 | 290 | 256 | 57^ | 28^ | 88^ | 49^ |
| SAT 10.00P 60 CBS 2 | B | 6.0 | .1 | 11 | 539 | 1508 | 279 | 179 | 47 | 779 | 147 | 332 | 360 | 391 | 370 | 585 | 123 | 278 | 287 | 317 | 261 | 48 | 26^ | 95 | 54 |
| 206 97 DN 42 | C | 7.5 | .1 | 14 | 668 | 1579 | 288 | 222 | 71 | 760 | 219 | 407 | 410 | 367 | 289 | 643 | 202 | 388 | 395 | 322 | 203 | 76 | 30 | 99 | 59 |
| 10.00 - 10.30 | A | 5.5 | .1 | 10 | 497 | 1462 | 282 | 195 | 54^ | 764 | 156 | 341 | 364 | 379 | 350 | 544 | 91^ | 239 | 249 | 306 | 260 | 58^ | 32^ | 96 | 46^ |

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 10.30 - 11.00 | A | 5.0 | .1 | 10 | 452 | 1477 | 284 | 181 | 66^ | 849 | 179 | 373 | 406 | 407 | 388 | 495 | 76^ | 204 | 216 | 266 | 247 | 55^ | 23v | 78^ | 50^ |
| WHO'S THE BOSS?-SAT.(S,R) SAT 8.00P 30 ABC 205 97 CS | A | 9.1 | .0 | 17 | 823 | 1623 | 290 | 217 | 63 | 744 | 248 | 401 | 368 | 313 | 284 | 451 | 197 | 252 | 213 | 160 | 157 | 151 | 87 | 277 | 183 |
| WHO'S THE BOSS?-SUN(S,R) SUN 10.00P 30 ABC 206 98 CS | A | 9.8 | .1 | 16 | 886 | 1551 | 299 | 254 | 100 | 711 | 288 | 467 | 394 | 285 | 214 | 560 | 253 | 398 | 367 | 245 | 124 | 132 | 72 | 147 | 110 |
| WISEGUY(R) | A | 11.0 | .1 | 19 | 994 | 1487 | 303 | 235 | 64 | 788 | 229 | 433 | 404 | 364 | 293 | 544 | 187 | 310 | 293 | 249 | 196 | 83 | 31^ | 73 | 35^ |
| WED 10.00P 60 CBS 2 | B | 10.3 | .1 | 18 | 931 | 1474 | 291 | 225 | 59 | 766 | 220 | 422 | 401 | 356 | 283 | 563 | 191 | 324 | 315 | 259 | 193 | 80 | 29 | 65 | 32 |
| 208 99 OP 13 | C~ | 10.9 | .2 | 20 | 985 | 1559 | 282 | 218 | 71 | 768 | 231 | 426 | 403 | 365 | 280 | 592 | 205 | 346 | 339 | 284 | 194 | 89 | 38 | 110 | 71 |
| 10.00 - 10.30 | A | 10.9 | .1 | 18 | 985 | 1500 | 305 | 239 | 64 | 804 | 226 | 435 | 414 | 375 | 307 | 520 | 174 | 290 | 279 | 237 | 189 | 93 | 36^ | 84 | 39^ |
| 10.30 - 11.00 | A | 11.1 | .0 | 20 | 1003 | 1475 | 301 | 231 | 64 | 772 | 233 | 431 | 395 | 354 | 281 | 568 | 201 | 329 | 306 | 262 | 203 | 73 | 27^ | 62 | 30^ |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | CHILDREN TOT. 2-5 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EARLY EVENING NEWS | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | A | 9.8 | .1 | 20 | 882 | 206 | 143 | 719 | 128 | 263 | 281 | 324 | 393 | 553 | 104 | 222 | 246 | 272 | 280 | 23 | 18^ | 17^ | 25 | 15^ | 24 |
| MON-FRI 6.30P 30 ABC 10 | B | 10.0 | .1 | 20 | 906 | 215 | 151 | 731 | 132 | 284 | 300 | 336 | 388 | 562 | 118 | 242 | 258 | 275 | 272 | 26 | 18 | 19 | 24 | 15^ | 23 |
| 217 98 N 258 | C~ | 10.2 | .1 | 20 | 922 | 231 | 165 | 770 | 144 | 302 | 323 | 362 | 404 | 559 | 124 | 245 | 269 | 269 | 259 | 25 | 23 | 22 | 33 | 21 | 20 |
| ABC WRLD NEWS TONIGHT-SUN(B) | A | 5.0 | .0 | 10 | 452 | 180 | 109 | 738 | 103 | 198 | 230 | 347 | 471 | 616 | 84^ | 194 | 207 | 300 | 380 | 28^ | 9v | 16v | 9v | 23v | 16v |
| SUN 6.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 148 69 N | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-RATHER | A | 10.1 | .0 | 20 | 915 | 218 | 145 | 759 | 117 | 267 | 278 | 335 | 444 | 542 | 85 | 189 | 208 | 261 | 310 | 17^ | 16^ | 15^ | 34 | 15^ | 22 |
| MON-FRI 6.30P 30 CBS 5 | B | 10.1 | .0 | 20 | 915 | 218 | 145 | 759 | 117 | 267 | 278 | 335 | 444 | 542 | 85 | 189 | 208 | 261 | 310 | 17^ | 16^ | 15^ | 34 | 15^ | 22 |
| 216 99 N 5 | C | 10.1 | .0 | 20 | 915 | 218 | 145 | 759 | 117 | 267 | 278 | 335 | 444 | 542 | 85 | 189 | 208 | 261 | 310 | 17^ | 16^ | 15^ | 34 | 15^ | 22 |
| CBS SAT. NEWS-SCHIEFFER | A | 6.8 | .0 | 15 | 615 | 164 | 119 | 737 | 93 | 182 | 200 | 238 | 515 | 635 | 69^ | 163 | 182 | 276 | 434 | 22^ | 24^ | 24^ | 23^ | 11v | 8v |
| SAT 6.30P 30 CBS 1 | B | 6.8 | .0 | 15 | 615 | 164 | 119 | 737 | 93 | 182 | 200 | 238 | 515 | 635 | 69^ | 163 | 182 | 276 | 434 | 22^ | 24^ | 24^ | 23^ | 11v | 8v |
| 165 91 N 1 | C | 6.8 | .0 | 15 | 615 | 164 | 119 | 737 | 93 | 182 | 200 | 238 | 515 | 635 | 69^ | 163 | 182 | 276 | 434 | 22^ | 24^ | 24^ | 23^ | 11v | 8v |
| NBC NIGHTLY NEWS | A | 9.8 | .0 | 21 | 886 | 204 | 145 | 703 | 139 | 292 | 304 | 310 | 350 | 570 | 142 | 283 | 294 | 282 | 238 | 40 | 26 | 29 | 32 | 23 | 23 |
| MON-FRI 6.30P 30 NBC 10 | B | 9.9 | .1 | 21 | 898 | 203 | 145 | 732 | 140 | 296 | 307 | 325 | 379 | 563 | 133 | 262 | 270 | 266 | 256 | 37 | 25 | 28 | 29 | 16 | 17 |
| 188 94 N 259 | C~ | 9.6 | .0 | 19 | 868 | 209 | 141 | 775 | 125 | 273 | 301 | 341 | 440 | 574 | 128 | 247 | 256 | 263 | 282 | 27 | 30 | 27 | 30 | 18 | 21 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | A | 4.2 | .1 | 11 | 382 | 1384 | 248 | 195 | 174 | 100 | 738 | 221 | 363 | 328 | 378 | 320 | 70 | 549 | 178 | 319 | 293 | 331 | 309 | 31 | 15^ |
| TUE-FRI 11.30P 30 ABC 8 | B | 5.5 | .1 | 15 | 499 | 1399 | 226 | 173 | 163 | 83 | 702 | 201 | 341 | 314 | 362 | 314 | 68 | 595 | 198 | 357 | 334 | 371 | 346 | 27 | 15^ |
| 212 98 N 203 | C~ | 5.3 | .0 | 16 | 479 | 1409 | 260 | 186 | 198 | 67 | 721 | 177 | 358 | 338 | 399 | 360 | 63 | 582 | 176 | 326 | 297 | 363 | 338 | 25 | 22 |
| ABC NEWS:NIGHTLINE-MON. | A | 3.8 | .1 | 13 | 344 | 1236 | 210 | 157 | 167 | 44^ | 623 | 167 | 291 | 271 | 302 | 279 | 73^ | 547 | 194 | 311 | 284 | 333 | 309 | 31v | << |
| MON 11.50P 30 ABC 2 | B | 3.9 | .2 | 14 | 348 | 1311 | 192 | 141 | 152 | 43^ | 597 | 159 | 254 | 241 | 277 | 252 | 77 | 631 | 215 | 369 | 346 | 400 | 368 | 26^ | 8v |
| 215 98 N 3 | C | 4.0 | .1 | 14 | 358 | 1304 | 209 | 152 | 168 | 41^ | 600 | 148 | 271 | 263 | 299 | 273 | 66 | 623 | 202 | 379 | 363 | 411 | 384 | 27^ | 8v |
| 11.30 - 12.00 | A | 4.3 | .1 | 13 | 389 | 1274 | 204 | 157 | 168 | 44^ | 621 | 172 | 293 | 274 | 306 | 283 | 84^ | 579 | 205 | 342 | 310 | 351 | 325 | 32^ | 3v |
| 12.00 - 12.30 | A | 3.5 | .0 | 12 | 316 | 1230 | 216 | 160 | 169 | 44^ | 633 | 166 | 293 | 273 | 303 | 280 | 68^ | 535 | 189 | 296 | 273 | 327 | 304 | 31v | << |
| ABC WEEKEND REPORT-SAT. | A | 1.4 | .1 | 4 | 127 | 1442 | 195^ | 154^ | 112^ | 103^ | 643 | 186^ | 312^ | 282^ | 297^ | 224^ | 88v | 541 | 204^ | 331^ | 317^ | 364^ | 305^ | 50v | 44v |
| SAT 11.30P 15 ABC 2 | B | 2.0 | .1 | 5 | 176 | 1452 | 202 | 166 | 139 | 124^ | 682 | 219 | 374 | 353 | 375 | 278 | 93^ | 566 | 209 | 382 | 361 | 378 | 333 | 49^ | 30v |
| 125 75 N 52 | C~ | 2.0 | .1 | 6 | 181 | 1416 | 289 | 219 | 237 | 79 | 672 | 188 | 360 | 358 | 430 | 375 | 69 | 514 | 186 | 320 | 320 | 385 | 335 | 22^ | 38^ |
| ABC WEEKEND REPORT-SUN. | A | 1.9 | .1 | 8 | 172 | 1370 | 361 | 290 | 261^ | 102^ | 758 | 230^ | 439 | 404 | 464 | 411 | 57v | 373 | 124^ | 280 | 280 | 311 | 298 | 76^ | 29v |
| SUN 11.30P 15 ABC 2 | B | 1.9 | .1 | 8 | 167 | 1382 | 307 | 240 | 230 | 129^ | 717 | 224 | 417 | 348 | 425 | 388 | 69^ | 470 | 186 | 364 | 341 | 371 | 354 | 55^ | 31v |
| 152 80 N 52 | C~ | 2.1 | .0 | 9 | 190 | 1349 | 254 | 209 | 225 | 66 | 689 | 197 | 374 | 370 | 441 | 385 | 75 | 578 | 213 | 396 | 361 | 428 | 399 | 32^ | 31^ |
| CBS LATE NIGHT I | A | 3.0 | .1 | 11 | 271 | 1320 | 278 | 217 | 214 | 109 | 723 | 259 | 431 | 382 | 444 | 395 | 74 | 493 | 194 | 313 | 287 | 321 | 291 | 36^ | 24^ |
| MON 12.00M 64 CBS 5 | B | 3.0 | .1 | 11 | 271 | 1320 | 278 | 217 | 214 | 109 | 723 | 259 | 431 | 382 | 444 | 395 | 74 | 493 | 194 | 313 | 287 | 321 | 291 | 36^ | 24^ |
| 156 77 FF 5 | C | 3.0 | .1 | 11 | 271 | 1320 | 278 | 217 | 214 | 109 | 723 | 259 | 431 | 382 | 444 | 395 | 74 | 493 | 194 | 313 | 287 | 321 | 291 | 36^ | 24^ |
| TUE&WED 12.00M 65 | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU 12.00M 66 | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 11.30P 68 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 2.7 | .1 | 7 | 244 | 1506 | 225 | 181^ | 167^ | 174^ | 736 | 325 | 514 | 438 | 472 | 393 | 53^ | 625 | 278 | 481 | 456 | 486 | 461 | 46v | 52^ |
| 12.00 - 12.30 | A | 3.0 | .0 | 10 | 273 | 1341 | 293 | 228 | 226 | 115 | 753 | 271 | 448 | 396 | 463 | 413 | 70 | 487 | 189 | 300 | 272 | 308 | 281 | 32^ | 25^ |
| 12.30 - 1.00 | A | 3.0 | .0 | 13 | 270 | 1294 | 279 | 218 | 214 | 97 | 709 | 242 | 412 | 368 | 431 | 387 | 83 | 484 | 186 | 302 | 275 | 311 | 275 | 39^ | 17^ |
| 1.00 - 1.30 | A | 2.8 | .0 | 14 | 249 | 1296 | 266 | 211 | 217 | 79 | 691 | 229 | 385 | 350 | 419 | 382 | 90 | 500 | 198 | 314 | 287 | 321 | 281 | 42^ | 16^ |
| CBS LATE NIGHT II | A | 2.1 | .0 | 11 | 187 | 1307 | 288 | 233 | 234 | 113 | 714 | 282 | 458 | 400 | 462 | 420 | 77^ | 470 | 200 | 315 | 288 | 322 | 295 | 55^ | 28^ |
| MON 1.04A 46 CBS 5 | B | 2.1 | .0 | 11 | 187 | 1307 | 288 | 233 | 234 | 113 | 714 | 282 | 458 | 400 | 462 | 420 | 77^ | 470 | 200 | 315 | 288 | 322 | 295 | 55^ | 28^ |
| 156 77 FF 5 | C | 2.1 | .0 | 11 | 187 | 1307 | 288 | 233 | 234 | 113 | 714 | 282 | 458 | 400 | 462 | 420 | 77^ | 470 | 200 | 315 | 288 | 322 | 295 | 55^ | 28^ |
| TUE 12.35A 49 | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED 12.35A 51 | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU 1.06A 49 | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 12.38A 47 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 2.2 | .1 | 10 | 195 | 1277 | 284 | 223 | 239 | 115 | 695 | 286 | 460 | 403 | 472 | 425 | 66^ | 449 | 195 | 308 | 274 | 306 | 292 | 70^ | 27^ |
| 1.00 - 1.30 | A | 2.1 | .0 | 11 | 188 | 1319 | 293 | 236 | 236 | 110 | 722 | 278 | 456 | 396 | 460 | 421 | 79^ | 473 | 195 | 313 | 287 | 322 | 291 | 52^ | 26^ |
| 1.30 - 2.00 | A | 2.0 | .0 | 13 | 180 | 1275 | 269 | 234 | 211 | 117^ | 696 | 278 | 443 | 391 | 435 | 391 | 83^ | 480 | 213 | 320 | 307 | 335 | 297 | 36^ | 34^ |
| CBS NEWS NIGHTWATCH-1 | A | 0.8 | .0 | 7 | 72 | 1298 | 262 | 183^ | 182^ | 102^ | 701 | 205^ | 402 | 359 | 428 | 382 | 105^ | 473 | 169^ | 256 | 225^ | 268 | 214^ | 27v | 19v |
| M-THSU 2.00A 30 CBS 5 | B | 0.8 | .0 | 7 | 72 | 1298 | 262 | 183^ | 182^ | 102^ | 701 | 205^ | 402 | 359 | 428 | 382 | 105^ | 473 | 169^ | 256 | 225^ | 268 | 214^ | 27v | 19v |
| 50 56 N 5 | C | 0.8 | .0 | 7 | 72 | 1298 | 262 | 183^ | 182^ | 102^ | 701 | 205^ | 402 | 359 | 428 | 382 | 105^ | 473 | 169^ | 256 | 225^ | 268 | 214^ | 27v | 19v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-2 | A | 0.9 | .0 | 10 | 78 | 1235 | 249 | 193^ | 193^ | 115^ | 672 | 264 | 433 | 401 | 456 | 378 | 106^ | 474 | 188^ | 291 | 274 | 310 | 242 | 29v | 12v |
| M-THSU 2.30A 30 CBS 5 | B | 0.9 | .0 | 10 | 78 | 1235 | 249 | 193^ | 193^ | 115^ | 672 | 264 | 433 | 401 | 456 | 378 | 106^ | 474 | 188^ | 291 | 274 | 310 | 242 | 29v | 12v |
| 67 67 N 5 | C | 0.9 | .0 | 10 | 78 | 1235 | 249 | 193^ | 193^ | 115^ | 672 | 264 | 433 | 401 | 456 | 378 | 106^ | 474 | 188^ | 291 | 274 | 310 | 242 | 29v | 12v |
| CBS NEWS NIGHTWATCH-3 | A | 0.8 | .0 | 12 | 68 | 1192 | 254^ | 179^ | 196^ | 112^ | 720 | 255^ | 435 | 417 | 468 | 377 | 62v | 402 | 159^ | 239^ | 230^ | 275 | 239^ | 18v | 9v |
| MON&THU 3.00A 150 CBS 5 | B | 0.8 | .0 | 12 | 68 | 1192 | 254^ | 179^ | 196^ | 112^ | 720 | 255^ | 435 | 417 | 468 | 377 | 62v | 402 | 159^ | 239^ | 230^ | 275 | 239^ | 18v | 9v |
| 81 74 N 5 | C | 0.8 | .0 | 12 | 68 | 1192 | 254^ | 179^ | 196^ | 112^ | 720 | 255^ | 435 | 417 | 468 | 377 | 62v | 402 | 159^ | 239^ | 230^ | 275 | 239^ | 18v | 9v |
| TUWSU 3.00A 180 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | A | 0.9 | .0 | 10 | 78 | 1160 | 228^ | 170^ | 174^ | 126^ | 681 | 271 | 438 | 408 | 466 | 376 | 76^ | 411 | 163^ | 243 | 228^ | 268 | 224^ | 20v | 12v |
| 3.30 - 4.00 | A | 0.8 | .0 | 13 | 76 | 1173 | 237^ | 172^ | 187^ | 115^ | 689 | 246 | 415 | 396 | 453 | 362 | 62^ | 413 | 166^ | 243^ | 235^ | 284 | 249 | 18v | 12v |
| 4.00 - 4.30 | A | 0.8 | .0 | 13 | 71 | 1184 | 245^ | 170^ | 192^ | 107^ | 690 | 257^ | 419 | 402 | 454 | 364 | 61v | 419 | 178^ | 253^ | 244^ | 292 | 260^ | 20v | << |
| 4.30 - 5.00 | A | 0.8 | .0 | 14 | 69 | 1213 | 267^ | 176^ | 197^ | 106^ | 755 | 271 | 430 | 413 | 461 | 372 | 57v | 382 | 139^ | 212^ | 204^ | 250^ | 222^ | 20v | << |
| 5.00 - 5.30 | A | 0.7 | .0 | 13 | 63 | 1158 | 267^ | 186^ | 212^ | 101^ | 740 | 242^ | 439 | 426 | 474 | 386 | 50v | 360 | 136^ | 217^ | 212^ | 252^ | 215^ | << | << |
| 5.30 - 6.00 | A | 0.6 | .0 | 11 | 54 | 1090 | 262^ | 192^ | 204^ | 85^ | 680 | 168^ | 417 | 417 | 443 | 358 | 55v | 352 | 141^ | 234^ | 234^ | 275^ | 235^ | 15v | << |
| CBS NEWS NIGHTWATCH-3(B) | A | 0.7 | .0 | 11 | 63 | 1284 | 290^ | 219^ | 251^ | 44v | 747 | 237^ | 534^ | 534^ | 566^ | 522^ | 101v | 498^ | 178v | 322^ | 322^ | 355^ | 254^ | << | 38v |
| MON 5.30A 30 CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 60 53 N | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-3(B) | A | 0.6 | .0 | 10 | 54 | 1015 | 293^ | 293^ | 252^ | 152v | 733^ | 290^ | 450^ | 450^ | 493^ | 342^ | 100v | 278^ | 157v | 232^ | 232^ | 232^ | 132v | << | << |
| THU 5.30A 30 CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 57 52 N | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS | A | 2.9 | .1 | 6 | 262 | 1369 | 295 | 225 | 224 | 71^ | 804 | 152^ | 401 | 390 | 465 | 414 | 67^ | 517 | 144^ | 232 | 229 | 282 | 246 | 29v | 9v |
| SUN 11.00P 15 CBS 1 | B | 2.9 | .1 | 6 | 262 | 1369 | 295 | 225 | 224 | 71^ | 804 | 152^ | 401 | 390 | 465 | 414 | 67^ | 517 | 144^ | 232 | 229 | 282 | 246 | 29v | 9v |
| 116 64 N 1 | C | 2.9 | .1 | 6 | 262 | 1369 | 295 | 225 | 224 | 71^ | 804 | 152^ | 401 | 390 | 465 | 414 | 67^ | 517 | 144^ | 232 | 229 | 282 | 246 | 29v | 9v |
| LATE SHOW-FOX | A | 1.1 | .0 | 4 | 96 | 1211 | 293 | 249 | 191^ | 156^ | 651 | 349 | 451 | 440 | 448 | 314 | 111^ | 446 | 263 | 340 | 315 | 340 | 279 | 32v | 29v |
| MW-F 12.00M 60 FOX 10 | B | 1.1 | .0 | 4 | 97 | 1251 | 274 | 228 | 191 | 122^ | 620 | 313 | 430 | 421 | 437 | 338 | 130^ | 493 | 277 | 392 | 365 | 399 | 345 | 62^ | 29^ |
| 105 78 GV 259 | C~ | 1.4 | .0 | 4 | 127 | 1472 | 286 | 261 | 241 | 140 | 664 | 322 | 468 | 427 | 472 | 413 | 169 | 601 | 346 | 503 | 416 | 458 | 359 | 72^ | 62^ |
| TUE 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 1.4 | .0 | 5 | 127 | 1360 | 352^ | 308^ | 218^ | 184^ | 689 | 467 | 534 | 534 | 534 | 351^ | 150^ | 525 | 351^ | 420 | 408 | 444 | 348^ | 75v | << |
| 12.00 - 12.30 | A | 1.1 | .0 | 4 | 99 | 1177 | 287 | 250 | 204 | 140^ | 630 | 326 | 440 | 426 | 436 | 320 | 92^ | 436 | 249 | 336 | 316 | 334 | 281 | 21v | 28v |
| 12.30 - 1.00 | A | 1.0 | .0 | 4 | 88 | 1142 | 266 | 214 | 154 | 159 | 634 | 320 | 414 | 404 | 411 | 275 | 120^ | 408 | 238 | 299 | 263 | 294 | 238 | 29^ | 39^ |
| SUMMER OLYMPICS-MON-LATE(S) | A | 6.4 | .1 | 29 | 579 | 1448 | 250 | 205 | 196 | 87 | 681 | 227 | 420 | 392 | 445 | 392 | 113 | 704 | 266 | 485 | 454 | 508 | 442 | 21^ | 8v |
| MON 12.30A 120 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 8.3 | .2 | 29 | 750 | 1491 | 251 | 204 | 202 | 93 | 733 | 243 | 450 | 424 | 486 | 426 | 98 | 684 | 246 | 466 | 435 | 490 | 440 | 26^ | 11v |
| 1.00 - 1.30 | A | 7.8 | .1 | 32 | 705 | 1449 | 254 | 212 | 201 | 89 | 681 | 230 | 424 | 400 | 448 | 389 | 104 | 699 | 265 | 488 | 458 | 516 | 459 | 21^ | 10v |
| 1.30 - 2.00 | A | 5.4 | .1 | 27 | 488 | 1431 | 261 | 217 | 202 | 87^ | 664 | 231 | 413 | 378 | 425 | 379 | 113 | 716 | 260 | 480 | 458 | 510 | 435 | 18v | 5v |
| 2.00 - 2.30 | A | 4.2 | .1 | 28 | 380 | 1346 | 218 | 174 | 162 | 69^ | 586 | 181 | 354 | 323 | 376 | 338 | 159 | 718 | 309 | 510 | 470 | 514 | 413 | 18v | << |
| SUMMER OLYMPICS-TUE-LATE(S) CONT'D | A | 6.5 | .2 | 29 | 588 | 1355 | 290 | 228 | 241 | 63^ | 658 | 198 | 398 | 383 | 444 | 407 | 103 | 612 | 233 | 430 | 390 | 438 | 401 | 39^ | 14v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS-TUE-LATE-CONT'D TUE 12.33A 120 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 9.1 | .2 | 30 | 823 | 1428 | 305 | 243 | 247 | 63 | 703 | 219 | 415 | 402 | 453 | 412 | 106 | 637 | 249 | 450 | 409 | 448 | 404 | 36^ | 13v |
| 1.00 - 1.30 | A | 7.0 | .2 | 28 | 633 | 1380 | 290 | 233 | 238 | 68^ | 687 | 216 | 419 | 401 | 455 | 415 | 94 | 604 | 220 | 420 | 381 | 430 | 405 | 45^ | 13v |
| 1.30 - 2.00 | A | 5.6 | .2 | 28 | 506 | 1293 | 282 | 216 | 237 | 63^ | 626 | 179 | 385 | 368 | 437 | 404 | 99 | 585 | 215 | 405 | 368 | 423 | 390 | 36^ | 14v |
| 2.00 - 2.30 | A | 4.8 | .2 | 29 | 434 | 1274 | 275 | 211 | 237 | 56^ | 585 | 159 | 356 | 345 | 422 | 393 | 114 | 610 | 246 | 437 | 396 | 448 | 403 | 40^ | 15v |
| 2.30 - 3.00 | A | 4.1 | .2 | 29 | 371 | 1258 | 280 | 216 | 239 | 64^ | 581 | 155 | 349 | 340 | 421 | 379 | 124^ | 616 | 249 | 454 | 412 | 460 | 404 | 34^ | 13v |
| SUMMER OLYMPICS-WED-LATE(S) | A | 6.9 | .2 | 31 | 624 | 1424 | 257 | 195 | 198 | 69^ | 660 | 206 | 385 | 363 | 439 | 397 | 125 | 661 | 261 | 462 | 426 | 478 | 408 | 27^ | 10v |
| WED 12.30A 120 NBC 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 9.3 | .2 | 32 | 841 | 1465 | 260 | 208 | 200 | 78 | 685 | 214 | 411 | 388 | 451 | 407 | 107 | 666 | 255 | 466 | 436 | 486 | 428 | 30^ | 20^ |
| 1.00 - 1.30 | A | 7.4 | .2 | 31 | 669 | 1458 | 267 | 203 | 208 | 72 | 688 | 229 | 411 | 392 | 466 | 418 | 126 | 666 | 260 | 460 | 424 | 477 | 405 | 29^ | 7v |
| 1.30 - 2.00 | A | 6.3 | .2 | 32 | 570 | 1348 | 239 | 169 | 183 | 56^ | 614 | 186 | 335 | 316 | 400 | 369 | 136 | 629 | 255 | 437 | 395 | 445 | 374 | 26^ | 4v |
| 2.00 - 2.30 | A | 4.8 | .2 | 30 | 434 | 1333 | 247 | 181 | 190 | 64^ | 600 | 175 | 342 | 317 | 406 | 368 | 140 | 658 | 271 | 468 | 430 | 486 | 404 | 20v | << |
| SUMMER OLYMPICS-THU-LATE(S) | A | 8.8 | .3 | 40 | 796 | 1396 | 258 | 196 | 204 | 62 | 623 | 175 | 373 | 355 | 403 | 370 | 135 | 683 | 292 | 488 | 447 | 486 | 422 | 38^ | 19^ |
| THU 12.42A 120 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 10.8 | .4 | 37 | 976 | 1442 | 261 | 195 | 201 | 71 | 684 | 182 | 392 | 366 | 410 | 373 | 128 | 671 | 268 | 484 | 439 | 471 | 423 | 42^ | 10v |
| 1.00 - 1.30 | A | 10.4 | .3 | 40 | 940 | 1432 | 264 | 198 | 202 | 65 | 635 | 171 | 370 | 347 | 396 | 364 | 149 | 701 | 290 | 490 | 442 | 483 | 416 | 42^ | 18^ |
| 1.30 - 2.00 | A | 9.1 | .3 | 41 | 823 | 1380 | 248 | 189 | 199 | 57 | 606 | 166 | 361 | 348 | 398 | 366 | 129 | 686 | 295 | 490 | 449 | 490 | 431 | 36^ | 20^ |
| 2.00 - 2.30 | A | 7.0 | .3 | 40 | 633 | 1359 | 255 | 199 | 208 | 60^ | 590 | 185 | 377 | 366 | 413 | 377 | 130 | 680 | 311 | 494 | 465 | 502 | 427 | 38^ | 23^ |
| 2.30 - 3.00 | A | 5.4 | .2 | 38 | 488 | 1311 | 274 | 213 | 236 | 47^ | 584 | 190 | 377 | 364 | 419 | 396 | 130 | 648 | 307 | 470 | 441 | 482 | 396 | 22v | 26^ |
| SUMMER OLYMPICS-FRI-LATE(S) | A | 9.3 | .3 | 36 | 841 | 1478 | 310 | 247 | 244 | 81 | 686 | 222 | 448 | 430 | 492 | 444 | 115 | 639 | 268 | 492 | 459 | 496 | 441 | 52^ | 23^ |
| FRI 12.30A 135 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 12.1 | .4 | 36 | 1094 | 1546 | 310 | 242 | 251 | 66 | 728 | 212 | 453 | 437 | 505 | 464 | 103 | 655 | 250 | 480 | 459 | 502 | 450 | 52 | 23^ |
| 1.00 - 1.30 | A | 10.5 | .3 | 37 | 949 | 1525 | 318 | 253 | 256 | 83 | 704 | 227 | 473 | 449 | 515 | 471 | 115 | 641 | 260 | 498 | 468 | 504 | 450 | 63 | 27^ |
| 1.30 - 2.00 | A | 8.7 | .3 | 35 | 786 | 1437 | 302 | 245 | 229 | 85 | 666 | 223 | 448 | 425 | 482 | 434 | 121 | 630 | 273 | 499 | 456 | 493 | 443 | 53^ | 19^ |
| 2.00 - 2.30 | A | 7.2 | .2 | 37 | 651 | 1373 | 300 | 239 | 228 | 89 | 631 | 222 | 410 | 398 | 455 | 398 | 121 | 615 | 279 | 481 | 441 | 476 | 416 | 46^ | 20^ |
| 2.30 - 3.00 | A | 6.9 | .2 | 41 | 624 | 1379 | 321 | 258 | 247 | 99 | 622 | 238 | 421 | 411 | 467 | 401 | 132 | 629 | 310 | 502 | 463 | 488 | 413 | 33^ | 24^ |
| SUMMER OLYMPICS SAT-LATE(S) | A | 10.7 | .3 | 39 | 967 | 1523 | 289 | 247 | 240 | 82 | 705 | 226 | 437 | 417 | 456 | 416 | 97 | 638 | 244 | 436 | 414 | 466 | 424 | 49 | 44^ |
| SAT 12.30A 120 NBC 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 12.6 | .3 | 38 | 1139 | 1569 | 272 | 225 | 229 | 84 | 723 | 211 | 420 | 398 | 442 | 409 | 100 | 631 | 232 | 424 | 401 | 453 | 414 | 59 | 55 |
| 1.00 - 1.30 | A | 12.2 | .3 | 41 | 1103 | 1515 | 266 | 232 | 223 | 85 | 683 | 217 | 427 | 409 | 445 | 403 | 97 | 654 | 250 | 448 | 425 | 478 | 436 | 46 | 49 |
| 1.30 - 2.00 | A | 10.1 | .3 | 40 | 913 | 1504 | 299 | 262 | 246 | 81 | 700 | 238 | 447 | 430 | 462 | 416 | 95 | 646 | 247 | 439 | 418 | 472 | 427 | 40^ | 35^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS SAT-LATE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | A | 7.9 | .3 | 39 | 714 | 1483 | 338 | 288 | 275 | 76 | 717 | 251 | 468 | 444 | 486 | 448 | 95 | 612 | 251 | 434 | 412 | 459 | 418 | 48^ | 29^ |
| SUMMER OLYMPICS SUN-LATE(S) | A | 7.9 | .3 | 35 | 714 | 1455 | 242 | 203 | 194 | 80 | 646 | 208 | 407 | 375 | 430 | 384 | 122 | 731 | 293 | 515 | 483 | 540 | 473 | 31^ | 4v |
| SUN 12.30A 120 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 216 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 9.7 | .3 | 33 | 877 | 1538 | 262 | 222 | 217 | 87 | 682 | 220 | 426 | 398 | 452 | 400 | 114 | 752 | 286 | 525 | 498 | 554 | 499 | 46^ | 12v |
| 1.00 - 1.30 | A | 8.1 | .3 | 34 | 732 | 1451 | 245 | 205 | 194 | 77 | 637 | 207 | 407 | 369 | 419 | 381 | 114 | 740 | 292 | 514 | 479 | 543 | 485 | 28^ | 1v |
| 1.30 - 2.00 | A | 7.4 | .3 | 36 | 669 | 1416 | 234 | 196 | 179 | 75 | 633 | 199 | 392 | 360 | 416 | 374 | 127 | 721 | 296 | 511 | 476 | 532 | 458 | 22^ | << |
| 2.00 - 2.30 | A | 6.4 | .3 | 38 | 579 | 1380 | 217 | 182 | 175 | 80^ | 621 | 201 | 397 | 366 | 424 | 375 | 136 | 698 | 300 | 507 | 473 | 523 | 438 | 22^ | << |
| SUMMER OLYMPICS SUN-LT 2(S) | A | 5.7 | .2 | 43 | 515 | 1342 | 236 | 191 | 186 | 86^ | 607 | 216 | 395 | 364 | 418 | 363 | 156 | 680 | 313 | 488 | 451 | 503 | 403 | 22v | << |
| SUN 2.30A 39 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 216 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | A | 5.8 | .2 | 42 | 524 | 1355 | 228 | 184 | 183 | 88^ | 613 | 219 | 397 | 368 | 423 | 365 | 157 | 686 | 318 | 496 | 458 | 508 | 407 | 23^ | << |
| 3.00 - 3.30 | A | 5.3 | .2 | 46 | 479 | 1312 | 268 | 218 | 200 | 80^ | 593 | 208 | 391 | 354 | 405 | 362 | 153 | 663 | 299 | 465 | 431 | 492 | 393 | 20v | << |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOTAL 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MON-FRI EARLY MORNING | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS-MORN-615A | A | 1.4 | .0 | 14 | 128 | 53^ | 250 | 233 | 565 | 199 | 398 | 394 | 325 | 138^ | 501 | 91^ | 317 | 310 | 355 | 164 | 7v | 11v | 14v | 35^ | 42^ |
| MON-FRI 6.15A 15 ABC 10 | B | 1.5 | .0 | 14 | 132 | 50^ | 253 | 235 | 560 | 197 | 410 | 408 | 320 | 124 | 484 | 98^ | 319 | 317 | 339 | 142 | 5v | 16v | 13v | 34^ | 37^ |
| 138 82 N 259 | C~ | 1.3 | .0 | 14 | 118 | 64^ | 274 | 225 | 636 | 173 | 403 | 400 | 360 | 170 | 503 | 143 | 344 | 344 | 302 | 145 | 17v | 17v | 15v | 15v | 18v |
| ABC WORLD NEWS-MORN-645A | A | 2.5 | .0 | 16 | 228 | 48^ | 247 | 205 | 610 | 255 | 428 | 416 | 287 | 154 | 453 | 91 | 274 | 287 | 301 | 142 | 24^ | 21^ | 22^ | 30^ | 40^ |
| MON-FRI 6.45A 15 ABC 10 | B | 2.6 | .0 | 17 | 233 | 48^ | 261 | 218 | 611 | 240 | 430 | 415 | 295 | 157 | 465 | 102 | 300 | 311 | 300 | 132 | 18^ | 20^ | 19^ | 32^ | 40^ |
| 179 91 N 258 | C~ | 2.2 | .0 | 16 | 199 | 61 | 283 | 216 | 611 | 188 | 387 | 394 | 319 | 186 | 467 | 119 | 291 | 305 | 297 | 150 | 25^ | 25^ | 18^ | 26^ | 31^ |
| CBS MORNING NEWS - 6:30AM | A | 1.0 | .0 | 9 | 89 | 65^ | 336 | 265 | 624 | 188^ | 416 | 380 | 352 | 192^ | 406 | 111^ | 243 | 245 | 256 | 113^ | 35v | 13v | 15v | 23v | 28v |
| MON-FRI 6.30A 30 CBS 5 | B | 1.0 | .0 | 9 | 89 | 65^ | 336 | 265 | 624 | 188^ | 416 | 380 | 352 | 192^ | 406 | 111^ | 243 | 245 | 256 | 113^ | 35v | 13v | 15v | 23v | 28v |
| 136 83 N 5 | C | 1.0 | .0 | 9 | 89 | 65^ | 336 | 265 | 624 | 188^ | 416 | 380 | 352 | 192^ | 406 | 111^ | 243 | 245 | 256 | 113^ | 35v | 13v | 15v | 23v | 28v |
| CBS THIS MORNING-1 | A | 2.4 | .0 | 11 | 213 | 43^ | 224 | 154 | 650 | 132 | 303 | 324 | 319 | 298 | 459 | 91 | 210 | 220 | 236 | 217 | 19v | 8v | 20v | 18v | 27^ |
| MON-FRI 7.30A 30 CBS 5 | B | 2.4 | .0 | 11 | 213 | 43^ | 224 | 154 | 650 | 132 | 303 | 324 | 319 | 298 | 459 | 91 | 210 | 220 | 236 | 217 | 19v | 8v | 20v | 18v | 27^ |
| 202 98 N 5 | C | 2.4 | .0 | 11 | 213 | 43^ | 224 | 154 | 650 | 132 | 303 | 324 | 319 | 298 | 459 | 91 | 210 | 220 | 236 | 217 | 19v | 8v | 20v | 18v | 27^ |
| CBS THIS MORNING-2 | A | 2.4 | .0 | 11 | 215 | 53^ | 138 | 107 | 691 | 143 | 282 | 266 | 296 | 373 | 456 | 49^ | 163 | 189 | 238 | 252 | << | 7v | 19v | 27^ | 25^ |
| MON-FRI 8.30A 30 CBS 5 | B | 2.4 | .0 | 11 | 215 | 53^ | 138 | 107 | 691 | 143 | 282 | 266 | 296 | 373 | 456 | 49^ | 163 | 189 | 238 | 252 | << | 7v | 19v | 27^ | 25^ |
| 202 98 N 5 | C | 2.4 | .0 | 11 | 215 | 53^ | 138 | 107 | 691 | 143 | 282 | 266 | 296 | 373 | 456 | 49^ | 163 | 189 | 238 | 252 | << | 7v | 19v | 27^ | 25^ |
| GOOD MORNING, AMERICA-730 | A | 4.1 | .0 | 19 | 367 | 59 | 244 | 191 | 691 | 170 | 363 | 373 | 371 | 283 | 421 | 81 | 203 | 214 | 228 | 188 | 17^ | 10v | 11v | 16^ | 18^ |
| MON-FRI 7.30A 30 ABC 10 | B | 4.1 | .0 | 19 | 366 | 66 | 237 | 187 | 693 | 176 | 372 | 395 | 377 | 267 | 425 | 83 | 217 | 235 | 237 | 175 | 16^ | 11^ | 14^ | 17^ | 17^ |
| 218 99 N 258 | C~ | 4.0 | .0 | 20 | 362 | 57 | 256 | 192 | 697 | 169 | 376 | 390 | 374 | 276 | 420 | 93 | 208 | 224 | 218 | 188 | 11^ | 8^ | 20^ | 24^ | 29 |
| GOOD MORNING, AMERICA-830 | A | 4.0 | .0 | 19 | 360 | 79 | 237 | 187 | 774 | 171 | 375 | 399 | 408 | 336 | 334 | 72 | 153 | 164 | 178 | 153 | 14^ | 8v | 16^ | 21^ | 20^ |
| MON-FRI 8.30A 30 ABC 10 | B | 4.0 | .0 | 19 | 359 | 84 | 218 | 176 | 775 | 183 | 376 | 398 | 404 | 333 | 331 | 72 | 155 | 165 | 173 | 149 | 12^ | 9^ | 19^ | 24^ | 20^ |
| 218 99 N 258 | C~ | 4.1 | .0 | 19 | 371 | 76 | 206 | 161 | 756 | 165 | 367 | 380 | 399 | 346 | 365 | 73 | 156 | 177 | 191 | 167 | 8^ | 8^ | 24^ | 23^ | 28 |
| NBC NEWS AT SUNRISE | A | 1.8 | .0 | 24 | 166 | 81^ | 314 | 260 | 576 | 151 | 406 | 434 | 363 | 111 | 467 | 135 | 291 | 297 | 306 | 122 | 22v | 26v | << | 27^ | 29^ |
| MON-FRI 6.00A 30 NBC 10 | B | 2.0 | .0 | 22 | 181 | 61^ | 289 | 227 | 597 | 126 | 388 | 429 | 401 | 143 | 494 | 127 | 284 | 316 | 317 | 132 | 24^ | 27^ | 8v | 26^ | 22^ |
| 178 93 N 260 | C~ | 2.0 | .1 | 21 | 181 | 57 | 289 | 238 | 620 | 132 | 360 | 375 | 374 | 205 | 467 | 112 | 224 | 252 | 261 | 188 | 22^ | 27^ | 10v | 19^ | 23^ |
| SUMMER OLYMPICS-MON-AM(S) | A | 5.3 | .2 | 27 | 479 | 57^ | 213 | 157 | 646 | 160 | 345 | 360 | 328 | 251 | 391 | 115 | 220 | 215 | 198 | 140 | 24^ | 19v | 40^ | 43^ | 41^ |
| MON 7.00A 180 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | A | 4.1 | .1 | 29 | 371 | 23v | 282 | 226 | 586 | 136 | 357 | 378 | 338 | 181 | 424 | 110^ | 242 | 265 | 242 | 137 | 43^ | 40^ | 39^ | 29v | 34^ |
| 7.30 - 8.00 | A | 4.6 | .2 | 26 | 416 | 32^ | 259 | 177 | 603 | 158 | 343 | 364 | 307 | 209 | 409 | 98^ | 232 | 239 | 230 | 137 | 47^ | 34^ | 38^ | 37^ | 46^ |
| 8.00 - 8.30 | A | 5.1 | .2 | 26 | 461 | 44^ | 251 | 163 | 626 | 162 | 324 | 327 | 308 | 251 | 404 | 115 | 230 | 211 | 201 | 145 | 42^ | 20v | 45^ | 24v | 50^ |
| 8.30 - 9.00 | A | 5.6 | .3 | 27 | 506 | 57^ | 193 | 140 | 635 | 143 | 326 | 346 | 337 | 268 | 388 | 104 | 214 | 209 | 189 | 152 | 16v | 13v | 44^ | 47^ | 48^ |
| 9.00 - 9.30 | A | 6.2 | .3 | 28 | 560 | 79^ | 170 | 132 | 672 | 167 | 348 | 370 | 336 | 273 | 350 | 110 | 196 | 193 | 177 | 129 | 7v | 7v | 46^ | 65^ | 44^ |
| 9.30 - 10.00 | A | 6.4 | .3 | 29 | 579 | 82 | 158 | 129 | 695 | 180 | 357 | 361 | 326 | 280 | 377 | 142 | 210 | 188 | 168 | 137 | 5v | 9v | 30^ | 43^ | 22^ |
| SUMMER OLYMPICS-TUE-AM(S) | A | 4.9 | .3 | 25 | 443 | 58^ | 237 | 175 | 671 | 164 | 343 | 364 | 322 | 268 | 358 | 132 | 235 | 230 | 169 | 94^ | 25v | 21v | 43^ | 67^ | 75^ |
| TUE 7.00A 180 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | A | 3.8 | .2 | 26 | 344 | 46^ | 296 | 249 | 606 | 174 | 395 | 419 | 304 | 169 | 440 | 152 | 294 | 301 | 239 | 101^ | 46^ | 34^ | 38^ | 39^ | 47^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOTAL 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MON-FRI EARLY MORNING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS-TUE-AM(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.30 - 8.00 | A | 4.6 | .2 | 26 | 416 | 64^ | 282 | 215 | 631 | 156 | 362 | 380 | 325 | 226 | 347 | 112 | 210 | 229 | 179 | 95^ | 59^ | 27v | 26v | 71^ | 75^ |
| 8.00 - 8.30 | A | 5.3 | .3 | 26 | 479 | 61^ | 269 | 199 | 666 | 152 | 355 | 378 | 359 | 253 | 332 | 155 | 245 | 229 | 139 | 61^ | 32^ | 17v | 54^ | 89^ | 99 |
| 8.30 - 9.00 | A | 5.5 | .3 | 26 | 497 | 51^ | 215 | 153 | 686 | 155 | 308 | 344 | 319 | 315 | 358 | 130 | 238 | 216 | 160 | 103 | 8v | 26^ | 45^ | 64^ | 73^ |
| 9.00 - 9.30 | A | 5.1 | .3 | 24 | 461 | 55^ | 220 | 153 | 722 | 166 | 331 | 354 | 324 | 319 | 334 | 122 | 210 | 200 | 143 | 101^ | 7v | 17v | 50^ | 60^ | 72^ |
| 9.30 - 10.00 | A | 4.9 | .3 | 23 | 443 | 69^ | 163 | 107 | 722 | 193 | 338 | 337 | 306 | 309 | 373 | 130 | 233 | 233 | 184 | 110 | 9v | 9v | 43^ | 74^ | 77^ |
| SUMMER OLYMPICS-WED-AM(S) | A | 5.1 | .2 | 26 | 461 | 81^ | 244 | 195 | 637 | 161 | 366 | 375 | 345 | 224 | 403 | 140 | 253 | 254 | 199 | 121 | 28^ | 17v | 44^ | 62^ | 65^ |
| WED 7.00A 180 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | A | 3.4 | .1 | 25 | 307 | 70^ | 295 | 265 | 561 | 132^ | 403 | 397 | 342 | 135^ | 469 | 163 | 303 | 322 | 249 | 119^ | 64^ | 31v | 33v | 33v | 48^ |
| 7.30 - 8.00 | A | 4.1 | .1 | 23 | 371 | 64^ | 248 | 218 | 552 | 122^ | 372 | 378 | 344 | 155 | 446 | 142 | 284 | 315 | 238 | 112^ | 65^ | 32^ | 42^ | 52^ | 68^ |
| 8.00 - 8.30 | A | 5.3 | .2 | 25 | 479 | 68^ | 238 | 203 | 624 | 123 | 348 | 356 | 350 | 240 | 414 | 158 | 283 | 270 | 195 | 108 | 28^ | 20v | 47^ | 63^ | 77^ |
| 8.30 - 9.00 | A | 6.1 | .3 | 28 | 551 | 79^ | 245 | 186 | 647 | 160 | 354 | 378 | 349 | 239 | 370 | 134 | 236 | 227 | 180 | 114 | 18v | 18v | 55^ | 83^ | 76^ |
| 9.00 - 9.30 | A | 5.8 | .3 | 26 | 524 | 101 | 232 | 167 | 667 | 199 | 362 | 377 | 338 | 240 | 375 | 123 | 215 | 221 | 180 | 137 | 10v | 7v | 53^ | 68^ | 68^ |
| 9.30 - 10.00 | A | 6.1 | .3 | 27 | 551 | 90 | 222 | 164 | 687 | 195 | 360 | 360 | 335 | 267 | 376 | 126 | 222 | 210 | 181 | 129 | 10v | 5v | 29^ | 56^ | 44^ |
| SUMMER OLYMPICS-THU-AM(S) | A | 5.2 | .2 | 27 | 470 | 60^ | 224 | 161 | 652 | 177 | 359 | 370 | 329 | 237 | 403 | 133 | 256 | 245 | 215 | 117 | 24v | 26^ | 51^ | 28^ | 51^ |
| THU 7.00A 180 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | A | 4.0 | .1 | 27 | 362 | 65^ | 285 | 212 | 643 | 148 | 404 | 419 | 399 | 186 | 413 | 119^ | 250 | 270 | 267 | 105^ | 39^ | 55^ | 44^ | 11v | 38^ |
| 7.30 - 8.00 | A | 5.3 | .1 | 30 | 479 | 64^ | 231 | 170 | 630 | 179 | 389 | 385 | 344 | 197 | 442 | 155 | 299 | 289 | 238 | 105 | 54^ | 51^ | 59^ | 36^ | 68^ |
| 8.00 - 8.30 | A | 5.8 | .2 | 28 | 524 | 41^ | 229 | 165 | 624 | 178 | 361 | 351 | 311 | 219 | 411 | 131 | 280 | 261 | 226 | 105 | 34^ | 20v | 77^ | 37^ | 92 |
| 8.30 - 9.00 | A | 5.4 | .2 | 25 | 488 | 57^ | 214 | 147 | 628 | 178 | 334 | 357 | 301 | 232 | 421 | 133 | 281 | 269 | 239 | 117 | 9v | 15v | 52^ | 38^ | 58^ |
| 9.00 - 9.30 | A | 5.2 | .2 | 25 | 470 | 75^ | 218 | 158 | 681 | 201 | 360 | 381 | 325 | 253 | 408 | 145 | 250 | 227 | 194 | 134 | 8v | 14v | 50^ | 21v | 31^ |
| 9.30 - 10.00 | A | 5.2 | .2 | 25 | 470 | 66^ | 194 | 135 | 743 | 184 | 335 | 360 | 332 | 339 | 345 | 118 | 185 | 171 | 149 | 141 | 4v | 9v | 20v | 19v | 15v |
| SUMMER OLYMPICS-FRI-AM(S) | A | 5.9 | .2 | 31 | 533 | 51^ | 201 | 146 | 617 | 145 | 342 | 334 | 332 | 236 | 441 | 133 | 259 | 248 | 222 | 154 | 31^ | 21v | 42^ | 35^ | 47^ |
| FRI 7.00A 180 NBC 215 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | A | 4.3 | .3 | 30 | 389 | 45^ | 213 | 167 | 558 | 134 | 362 | 368 | 316 | 165 | 528 | 155 | 331 | 341 | 301 | 147 | 33^ | 46^ | 37^ | 36^ | 66^ |
| 7.30 - 8.00 | A | 5.3 | .3 | 30 | 479 | 35^ | 195 | 152 | 565 | 131 | 339 | 314 | 310 | 200 | 451 | 142 | 256 | 260 | 219 | 153 | 46^ | 28^ | 37^ | 47^ | 66^ |
| 8.00 - 8.30 | A | 6.2 | .2 | 31 | 560 | 28^ | 191 | 138 | 591 | 135 | 334 | 288 | 323 | 231 | 428 | 131 | 249 | 233 | 212 | 147 | 42^ | 22^ | 51^ | 32^ | 60^ |
| 8.30 - 9.00 | A | 6.5 | .2 | 31 | 588 | 45^ | 212 | 146 | 616 | 138 | 332 | 326 | 350 | 243 | 427 | 122 | 242 | 226 | 215 | 167 | 32^ | 20^ | 41^ | 36^ | 46^ |
| 9.00 - 9.30 | A | 6.3 | .2 | 30 | 570 | 70^ | 202 | 142 | 648 | 146 | 340 | 365 | 359 | 249 | 426 | 134 | 251 | 230 | 206 | 155 | 17v | 14v | 44^ | 29^ | 33^ |
| 9.30 - 10.00 | A | 6.8 | .2 | 31 | 615 | 79 | 196 | 141 | 693 | 179 | 351 | 350 | 326 | 293 | 418 | 122 | 247 | 230 | 207 | 154 | 18v | 4v | 41^ | 31^ | 22^ |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | A | 6.9 | .8 | 24 | 622 | 125 | 241 | 210 | 138 | 832 | 376 | 588 | 462 | 500 | 336 | 207 | 258 | 63 | 14^ | 23^ | 18^ | 28^ | 45 | 44 | 29^ |
| MON-FRI 1.00P 60 ABC 10 | B | 6.9 | .8 | 24 | 623 | 126 | 237 | 209 | 137 | 847 | 384 | 595 | 470 | 512 | 341 | 211 | 272 | 64 | 17^ | 25 | 20^ | 30 | 55 | 53 | 32 |
| 222 99 DD 257 | C~ | 7.3 | .6 | 24 | 660 | 142 | 238 | 210 | 151 | 835 | 376 | 574 | 458 | 499 | 340 | 211 | 256 | 68 | 17 | 50 | 39 | 54 | 65 | 65 | 50 |
| 1.00 - 1.30 | A | 6.4 | .8 | 23 | 580 | 120 | 239 | 211 | 140 | 830 | 376 | 582 | 452 | 486 | 331 | 215 | 261 | 66 | 13^ | 22^ | 16^ | 28^ | 45 | 43 | 31^ |
| 1.30 - 2.00 | A | 7.4 | .8 | 26 | 665 | 128 | 241 | 210 | 135 | 831 | 374 | 592 | 469 | 510 | 339 | 199 | 255 | 61 | 15^ | 24^ | 21^ | 28^ | 44 | 44 | 28 |
| AMERICAN TREASURY | A | 4.6 | .3 | 15 | 419 | 118 | 196 | 156 | 135 | 869 | 255 | 427 | 305 | 357 | 334 | 390 | 248 | 110 | 17^ | 34^ | 18^ | 28^ | 53 | 47 | 34^ |
| MON&WED 3.58P 1 CBS 3 | B | 4.6 | .3 | 15 | 419 | 118 | 196 | 156 | 135 | 869 | 255 | 427 | 305 | 357 | 334 | 390 | 248 | 110 | 17^ | 34^ | 18^ | 28^ | 53 | 47 | 34^ |
| 204 95 DO 3 | C | 4.6 | .3 | 15 | 419 | 118 | 196 | 156 | 135 | 869 | 255 | 427 | 305 | 357 | 334 | 390 | 248 | 110 | 17^ | 34^ | 18^ | 28^ | 53 | 47 | 34^ |
| FRI 3.57P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANOTHER WORLD | A | 4.4 | .4 | 16 | 401 | 108 | 162 | 142 | 146 | 874 | 288 | 489 | 365 | 413 | 350 | 337 | 222 | 79 | 13^ | 36^ | 35^ | 33^ | 42^ | 52 | 24^ |
| MON-FRI 2.00P 60 NBC 10 | B | 4.5 | .4 | 16 | 410 | 97 | 158 | 135 | 142 | 877 | 279 | 490 | 373 | 417 | 368 | 343 | 223 | 81 | 15^ | 35 | 37 | 37 | 49 | 61 | 25^ |
| 201 97 DD 252 | C~ | 5.0 | .3 | 17 | 452 | 83 | 187 | 161 | 161 | 847 | 263 | 458 | 339 | 404 | 365 | 328 | 262 | 99 | 31 | 87 | 63 | 40 | 53 | 48 | 41 |
| 2.00 - 2.30 | A | 4.4 | .4 | 16 | 401 | 107 | 157 | 138 | 141 | 869 | 286 | 482 | 359 | 409 | 347 | 336 | 235 | 84 | 13^ | 30^ | 31^ | 32^ | 50 | 56 | 26^ |
| 2.30 - 3.00 | A | 4.4 | .4 | 16 | 400 | 110 | 166 | 148 | 151 | 884 | 290 | 498 | 372 | 419 | 355 | 340 | 211 | 75 | 13^ | 41^ | 39^ | 35^ | 35^ | 47 | 23^ |
| AS THE WORLD TURNS | A | 6.3 | .5 | 22 | 570 | 118 | 157 | 127 | 131 | 911 | 276 | 434 | 308 | 363 | 344 | 422 | 257 | 116 | 13^ | 13^ | 8v | 33 | 41 | 62 | 12^ |
| MON-FRI 2.00P 60 CBS 5 | B | 6.3 | .5 | 22 | 570 | 118 | 157 | 127 | 131 | 911 | 276 | 434 | 308 | 363 | 344 | 422 | 257 | 116 | 13^ | 13^ | 8v | 33 | 41 | 62 | 12^ |
| 214 99 DD 5 | C | 6.3 | .5 | 22 | 570 | 118 | 157 | 127 | 131 | 911 | 276 | 434 | 308 | 363 | 344 | 422 | 257 | 116 | 13^ | 13^ | 8v | 33 | 41 | 62 | 12^ |
| 2.00 - 2.30 | A | 6.3 | .5 | 22 | 568 | 114 | 155 | 125 | 126 | 904 | 271 | 428 | 306 | 359 | 341 | 423 | 262 | 121 | 12^ | 11^ | 8v | 34 | 43 | 64 | 13^ |
| 2.30 - 3.00 | A | 6.3 | .5 | 22 | 571 | 121 | 158 | 129 | 135 | 918 | 282 | 440 | 311 | 368 | 347 | 420 | 251 | 111 | 13^ | 14^ | 8^ | 31^ | 40 | 59 | 12^ |
| BOLD AND THE BEAUTIFUL | A | 5.2 | .3 | 18 | 472 | 109 | 159 | 132 | 113 | 873 | 253 | 410 | 301 | 354 | 332 | 410 | 276 | 118 | 13^ | 11^ | 9v | 41 | 41 | 69 | 13^ |
| MON-FRI 1.30P 30 CBS 5 | B | 5.2 | .3 | 18 | 472 | 109 | 159 | 132 | 113 | 873 | 253 | 410 | 301 | 354 | 332 | 410 | 276 | 118 | 13^ | 11^ | 9v | 41 | 41 | 69 | 13^ |
| 200 93 DD 5 | C | 5.2 | .3 | 18 | 472 | 109 | 159 | 132 | 113 | 873 | 253 | 410 | 301 | 354 | 332 | 410 | 276 | 118 | 13^ | 11^ | 9v | 41 | 41 | 69 | 13^ |
| CLASSIC CONCENTRATION | A | 2.9 | .0 | 14 | 260 | 71^ | 131 | 92 | 51^ | 805 | 153 | 282 | 244 | 315 | 313 | 453 | 266 | 114 | 18^ | 19^ | 17v | 34^ | 41^ | 64^ | 11v |
| MON-FRI 10.30A 30 NBC 10 | B | 3.2 | .1 | 15 | 286 | 73 | 122 | 87 | 51 | 828 | 144 | 283 | 241 | 311 | 337 | 475 | 282 | 148 | 12^ | 13^ | 14^ | 29^ | 38^ | 55 | 11^ |
| 121 66 QG 255 | C~ | 3.6 | .0 | 16 | 325 | 80 | 136 | 102 | 76 | 775 | 167 | 309 | 257 | 321 | 325 | 394 | 311 | 144 | 31 | 39 | 31 | 60 | 74 | 71 | 70 |
| DAYS OF OUR LIVES | A | 6.0 | .8 | 21 | 546 | 92 | 156 | 134 | 164 | 841 | 292 | 463 | 317 | 358 | 316 | 337 | 282 | 117 | 11^ | 27^ | 29^ | 31^ | 51 | 60 | 22^ |
| MON-FRI 1.00P 60 NBC 10 | B | 6.3 | .9 | 22 | 573 | 89 | 160 | 135 | 172 | 840 | 283 | 468 | 324 | 368 | 335 | 329 | 270 | 106 | 16^ | 41 | 39 | 35 | 55 | 64 | 26 |
| 204 98 DD 256 | C~ | 7.0 | .8 | 23 | 633 | 91 | 178 | 151 | 188 | 827 | 279 | 468 | 338 | 388 | 341 | 292 | 254 | 98 | 34 | 107 | 81 | 42 | 60 | 52 | 49 |
| 1.00 - 1.30 | A | 5.9 | .8 | 21 | 537 | 82 | 152 | 130 | 158 | 828 | 280 | 441 | 299 | 339 | 305 | 347 | 298 | 123 | 13^ | 23^ | 26^ | 31^ | 50 | 59 | 22^ |
| 1.30 - 2.00 | A | 6.1 | .8 | 22 | 555 | 100 | 161 | 137 | 170 | 853 | 304 | 484 | 334 | 377 | 326 | 327 | 267 | 110 | 10^ | 31^ | 31^ | 30^ | 51 | 60 | 21^ |
| FAMILY FEUD | A | 2.7 | .0 | 13 | 246 | 69^ | 135 | 109 | 107 | 715 | 203 | 326 | 222 | 272 | 314 | 339 | 373 | 172 | 15v | 10v | 12v | 53^ | 46^ | 68^ | 32^ |
| MON-FRI 10.00A 30 CBS 5 | B | 2.7 | .0 | 13 | 246 | 69^ | 135 | 109 | 107 | 715 | 203 | 326 | 222 | 272 | 314 | 339 | 373 | 172 | 15v | 10v | 12v | 53^ | 46^ | 68^ | 32^ |
| 171 82 QP 5 | C | 2.7 | .0 | 13 | 246 | 69^ | 135 | 109 | 107 | 715 | 203 | 326 | 222 | 272 | 314 | 339 | 373 | 172 | 15v | 10v | 12v | 53^ | 46^ | 68^ | 32^ |
| GENERAL HOSPITAL | A | 7.9 | .6 | 27 | 718 | 114 | 212 | 170 | 171 | 851 | 352 | 534 | 404 | 459 | 327 | 261 | 235 | 78 | 11^ | 60 | 50 | 29 | 40 | 40 | 29 |
| MON-FRI 3.00P 60 ABC 10 | B | 7.8 | .6 | 27 | 708 | 118 | 205 | 167 | 160 | 856 | 349 | 536 | 415 | 476 | 336 | 259 | 238 | 81 | 16^ | 62 | 49 | 26 | 46 | 41 | 31 |
| 223 99 DD 257 | C~ | 7.7 | .6 | 26 | 696 | 122 | 231 | 195 | 158 | 859 | 346 | 527 | 414 | 465 | 340 | 274 | 231 | 86 | 23 | 70 | 50 | 44 | 59 | 54 | 47 |
| 3.00 - 3.30 | A | 7.8 | .6 | 28 | 709 | 117 | 207 | 166 | 169 | 855 | 354 | 541 | 412 | 468 | 333 | 257 | 230 | 78 | 11^ | 57 | 49 | 30 | 40 | 42 | 28 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19-25, 1988

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL-CONT'D 3.30 - 4.00 | A | 8.0 | .6 | 27 | 725 | 112 | 218 | 175 | 173 | 849 | 352 | 528 | 396 | 452 | 321 | 266 | 240 | 79 | 12^ | 64 | 51 | 27 | 40 | 37 | 31 |
| GUIDING LIGHT | A | 5.6 | .3 | 19 | 503 | 120 | 182 | 149 | 143 | 906 | 286 | 450 | 314 | 362 | 355 | 408 | 239 | 111 | 21^ | 31^ | 10^ | 30^ | 44 | 53 | 21^ |
| MON-FRI 3.00P 60 CBS 5 | B | 5.6 | .3 | 19 | 503 | 120 | 182 | 149 | 143 | 906 | 286 | 450 | 314 | 362 | 355 | 408 | 239 | 111 | 21^ | 31^ | 10^ | 30^ | 44 | 53 | 21^ |
| 212 99 DD 5 | C | 5.6 | .3 | 19 | 503 | 120 | 182 | 149 | 143 | 906 | 286 | 450 | 314 | 362 | 355 | 408 | 239 | 111 | 21^ | 31^ | 10^ | 30^ | 44 | 53 | 21^ |
| 3.00 - 3.30 | A | 5.5 | .3 | 19 | 495 | 125 | 174 | 141 | 142 | 909 | 288 | 451 | 314 | 362 | 358 | 409 | 236 | 106 | 22^ | 27^ | 9v | 33^ | 43 | 58 | 19^ |
| 3.30 - 4.00 | A | 5.7 | .3 | 19 | 512 | 115 | 190 | 156 | 143 | 900 | 283 | 448 | 313 | 360 | 352 | 406 | 241 | 115 | 20^ | 35^ | 12^ | 27^ | 45 | 49 | 23^ |
| HOME | A | 2.5 | .1 | 11 | 228 | 111 | 264 | 227 | 116 | 799 | 293 | 513 | 404 | 462 | 375 | 228 | 274 | 87 | 6v | 15v | 9v | 33^ | 27^ | 46^ | 14v |
| MON-FRI 11.30A 30 ABC 10 | B | 2.4 | .1 | 11 | 221 | 116 | 261 | 228 | 109 | 775 | 291 | 497 | 395 | 447 | 368 | 226 | 307 | 87 | 9v | 18^ | 10v | 35^ | 47^ | 59^ | 23^ |
| 168 84 IA 179 | C~ | 2.6 | .0 | 11 | 235 | 131 | 240 | 211 | 106 | 755 | 304 | 504 | 415 | 467 | 360 | 218 | 252 | 63 | 26^ | 46 | 35^ | 61 | 73 | 67 | 70 |
| HOME SPECIAL(S) MON 11.00A 30 ABC 152 73 IA | A | 2.2 | .0 | 10 | 199 | 79^ | 266 | 243 | 87^ | 793 | 319 | 523 | 436 | 497 | 319 | 209^ | 325 | 94^ | << | << | << | 46v | 12v | 46v | 13v |
| HOME SPECIAL(S) TUE 11.00A 30 ABC 153 73 IA | A | 2.1 | .0 | 10 | 190 | 78^ | 242^ | 239^ | 101^ | 764 | 241^ | 522 | 421 | 484 | 390 | 178^ | 209^ | 54v | 6v | << | 6v | 29v | 52v | 70^ | 10v |
| HOME SPECIAL(S) WED 11.00A 30 ABC 153 73 IA | A | 2.1 | .2 | 10 | 190 | 177^ | 291 | 231^ | 137^ | 800 | 382 | 572 | 442 | 493 | 313 | 176^ | 252 | 46v | << | 21v | 7v | 76^ | 16v | 45v | 47v |
| HOME SPECIAL(S) THU 11.00A 30 ABC 152 73 IA | A | 2.2 | .0 | 11 | 199 | 104^ | 311 | 272 | 114^ | 829 | 312 | 576 | 466 | 533 | 422 | 187^ | 298 | 78^ | << | 17v | 6v | << | 27v | 27v | << |
| HOME SPECIAL(S) FRI 11.00A 30 ABC 150 73 IA | A | 1.7 | .1 | 8 | 154 | 104^ | 298^ | 195^ | 90^ | 864 | 216^ | 476 | 426 | 488 | 440 | 326 | 178^ | 56v | 17v | 40v | 57v | << | 31v | 32v | << |
| LOVING | A | 3.5 | .3 | 13 | 313 | 102 | 241 | 208 | 126 | 825 | 313 | 516 | 402 | 453 | 375 | 257 | 222 | 68 | 7v | 25^ | 17^ | 29^ | 44^ | 43^ | 30^ |
| MON-FRI 12.30P 30 ABC 10 | B | 3.4 | .3 | 13 | 310 | 118 | 246 | 213 | 131 | 835 | 341 | 524 | 407 | 456 | 351 | 261 | 246 | 64 | 11^ | 28^ | 18^ | 31^ | 71 | 63 | 39^ |
| 176 88 DD 256 | C~ | 4.0 | .3 | 14 | 362 | 137 | 245 | 219 | 133 | 801 | 357 | 540 | 424 | 477 | 316 | 228 | 234 | 59 | 20^ | 46 | 37 | 64 | 62 | 72 | 51 |
| NEW CARD SHARKS | A | 2.7 | .0 | 13 | 240 | 79 | 138 | 110 | 113 | 744 | 204 | 331 | 219 | 261 | 324 | 370 | 349 | 203 | 10v | 5v | 8v | 47^ | 44^ | 66^ | 26^ |
| MON-FRI 10.30A 30 CBS 5 | B | 2.7 | .0 | 13 | 240 | 79 | 138 | 110 | 113 | 744 | 204 | 331 | 219 | 261 | 324 | 370 | 349 | 203 | 10v | 5v | 8v | 47^ | 44^ | 66^ | 26^ |
| 158 76 QP 5 | C | 2.7 | .0 | 13 | 240 | 79 | 138 | 110 | 113 | 744 | 204 | 331 | 219 | 261 | 324 | 370 | 349 | 203 | 10v | 5v | 8v | 47^ | 44^ | 66^ | 26^ |
| NEWSBREAK-11.57 | A | 5.2 | .0 | 23 | 474 | 86 | 140 | 118 | 101 | 768 | 200 | 329 | 233 | 263 | 295 | 409 | 371 | 194 | 15^ | 11^ | 11^ | 49 | 46 | 68 | 27^ |
| MON-FRI 11.57A 2 CBS 5 | B | 5.2 | .0 | 23 | 474 | 86 | 140 | 118 | 101 | 768 | 200 | 329 | 233 | 263 | 295 | 409 | 371 | 194 | 15^ | 11^ | 11^ | 49 | 46 | 68 | 27^ |
| 188 89 N 5 | C | 5.2 | .0 | 23 | 474 | 86 | 140 | 118 | 101 | 768 | 200 | 329 | 233 | 263 | 295 | 409 | 371 | 194 | 15^ | 11^ | 11^ | 49 | 46 | 68 | 27^ |
| NEWSBREAK-3.44 | A | 5.3 | .3 | 18 | 476 | 107 | 192 | 155 | 143 | 904 | 268 | 440 | 305 | 358 | 366 | 412 | 252 | 119 | 19^ | 35^ | 14^ | 23^ | 41 | 44 | 20^ |
| MON&FRI 3.40P 1 CBS 5 | B | 5.3 | .3 | 18 | 476 | 107 | 192 | 155 | 143 | 904 | 268 | 440 | 305 | 358 | 366 | 412 | 252 | 119 | 19^ | 35^ | 14^ | 23^ | 41 | 44 | 20^ |
| 204 96 N 5 | C | 5.3 | .3 | 18 | 476 | 107 | 192 | 155 | 143 | 904 | 268 | 440 | 305 | 358 | 366 | 412 | 252 | 119 | 19^ | 35^ | 14^ | 23^ | 41 | 44 | 20^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.44-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| TUE&WED 3.44P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU 3.43P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | A | 7.6 | .8 | 27 | 687 | 136 | 202 | 170 | 152 | 865 | 370 | 576 | 444 | 496 | 348 | 237 | 224 | 70 | 13^ | 31 | 28 | 36 | 45 | 50 | 30 |
| MON-FRI 2.00P 60 ABC 10 | B | 7.5 | .7 | 26 | 679 | 141 | 197 | 168 | 147 | 865 | 370 | 576 | 449 | 505 | 349 | 233 | 237 | 73 | 17^ | 33 | 29 | 35 | 52 | 54 | 34 |
| 222 99 DD 255 | C~ | 7.4 | .5 | 25 | 669 | 144 | 216 | 188 | 154 | 852 | 361 | 557 | 438 | 484 | 348 | 238 | 227 | 80 | 20 | 56 | 40 | 48 | 64 | 64 | 49 |
| 2.00 - 2.30 | A | 7.4 | .7 | 26 | 671 | 138 | 203 | 172 | 149 | 868 | 374 | 583 | 450 | 502 | 351 | 233 | 230 | 68 | 12^ | 27^ | 25^ | 35 | 45 | 51 | 29 |
| 2.30 - 3.00 | A | 7.7 | .7 | 27 | 698 | 134 | 203 | 170 | 155 | 870 | 369 | 575 | 442 | 494 | 349 | 242 | 219 | 73 | 13^ | 34 | 31 | 36 | 44 | 49 | 32 |
| PRICE IS RIGHT 1 | A | 4.8 | .0 | 23 | 434 | 78 | 143 | 119 | 115 | 742 | 197 | 324 | 215 | 245 | 301 | 388 | 383 | 180 | 16^ | 9v | 11^ | 52 | 53 | 73 | 32^ |
| MON-FRI 11.00A 30 CBS 5 | B | 4.8 | .0 | 23 | 434 | 78 | 143 | 119 | 115 | 742 | 197 | 324 | 215 | 245 | 301 | 388 | 383 | 180 | 16^ | 9v | 11^ | 52 | 53 | 73 | 32^ |
| 213 98 AP 5 | C | 4.8 | .0 | 23 | 434 | 78 | 143 | 119 | 115 | 742 | 197 | 324 | 215 | 245 | 301 | 388 | 383 | 180 | 16^ | 9v | 11^ | 52 | 53 | 73 | 32^ |
| PRICE IS RIGHT 2 | A | 6.1 | .0 | 27 | 548 | 77 | 135 | 115 | 102 | 757 | 190 | 325 | 228 | 259 | 287 | 402 | 395 | 198 | 14^ | 11^ | 11^ | 50 | 43 | 65 | 28^ |
| MON-FRI 11.30A 30 CBS 5 | B | 6.1 | .0 | 27 | 548 | 77 | 135 | 115 | 102 | 757 | 190 | 325 | 228 | 259 | 287 | 402 | 395 | 198 | 14^ | 11^ | 11^ | 50 | 43 | 65 | 28^ |
| 213 98 AP 5 | C | 6.1 | .0 | 27 | 548 | 77 | 135 | 115 | 102 | 757 | 190 | 325 | 228 | 259 | 287 | 402 | 395 | 198 | 14^ | 11^ | 11^ | 50 | 43 | 65 | 28^ |
| RYAN'S HOPE | A | 1.9 | .1 | 8 | 175 | 110 | 261 | 218 | 136 | 889 | 390 | 575 | 448 | 502 | 370 | 260 | 284 | 76^ | 5v | 15v | 14v | 34^ | 88^ | 73^ | 49^ |
| MON-FRI 12.00N 30 ABC 10 | B | 2.0 | .2 | 8 | 182 | 122 | 253 | 215 | 136 | 882 | 396 | 563 | 436 | 484 | 355 | 272 | 306 | 76 | 12v | 16^ | 16^ | 34^ | 110 | 92 | 52^ |
| 147 75 DD 257 | C~ | 2.7 | .2 | 10 | 244 | 134 | 231 | 217 | 131 | 804 | 376 | 558 | 457 | 492 | 312 | 198 | 242 | 52 | 21^ | 52 | 38^ | 73 | 70 | 82 | 68 |
| SALE OF THE CENTURY(B) | A | 2.4 | .1 | 11 | 217 | 69^ | 105^ | 72^ | 61^ | 818 | 152^ | 310 | 250 | 345 | 343 | 413 | 364 | 196^ | 7v | 8v | 3v | 24v | 36v | 49v | 11v |
| MON 10.00A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 118 60 QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SALE OF THE CENTURY(B) | A | 2.2 | .1 | 11 | 199 | 55v | 144^ | 96^ | 39v | 833 | 130^ | 290 | 251 | 350 | 347 | 444 | 304 | 152^ | 24v | << | 12v | 33v | 25v | 42v | 15v |
| TUE 10.00A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 59 QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SALE OF THE CENTURY(B) | A | 2.4 | .0 | 12 | 217 | 90^ | 153^ | 73^ | 31v | 759 | 112^ | 223 | 205^ | 305 | 333 | 436 | 312 | 121^ | 17v | 12v | 12v | 9v | 38v | 18v | 29v |
| WED 10.00A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 59 QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SALE OF THE CENTURY(B) | A | 2.1 | .0 | 10 | 190 | 36v | 175^ | 107^ | 43v | 815 | 147^ | 231^ | 199^ | 270 | 299 | 514 | 242^ | 104^ | << | 12v | 12v | 29v | 32v | 60v | << |
| THU 10.00A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 116 59 QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SALE OF THE CENTURY(B) | A | 2.4 | .0 | 12 | 217 | 58^ | 133^ | 64^ | 46v | 799 | 139^ | 299 | 253 | 319 | 349 | 434 | 285 | 109^ | 9v | << | 9v | 20v | 27v | 46v | << |
| FRI 10.00A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 59 QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SANTA BARBARA | A | 4.1 | .3 | 15 | 374 | 108 | 161 | 149 | 143 | 825 | 257 | 470 | 365 | 409 | 360 | 310 | 220 | 80 | 12v | 54 | 49^ | 30^ | 26^ | 43^ | 13^ |
| MON-FRI 3.00P 30 NBC 10 | B | 4.3 | .3 | 15 | 392 | 97 | 152 | 132 | 149 | 824 | 262 | 477 | 372 | 416 | 371 | 304 | 204 | 71 | 17^ | 67 | 57 | 39 | 36 | 58 | 16^ |
| 195 95 DD 252 | C~ | 4.6 | .2 | 15 | 416 | 88 | 174 | 151 | 179 | 809 | 245 | 441 | 335 | 389 | 376 | 301 | 264 | 92 | 32 | 115 | 81 | 39 | 54 | 48 | 45 |
| SCRABBLE | A | 3.9 | .1 | 15 | 354 | 59 | 109 | 85 | 82 | 771 | 191 | 331 | 254 | 294 | 296 | 400 | 380 | 178 | 8v | 9v | 14^ | 28^ | 44^ | 51^ | 21^ |
| MON-FRI 12.30P 30 NBC 10 | B | 3.9 | .1 | 15 | 353 | 55 | 114 | 87 | 78 | 773 | 168 | 325 | 254 | 299 | 325 | 404 | 369 | 184 | 12^ | 12^ | 18^ | 29^ | 44 | 56 | 18^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCRABBLE-CONT'D / 159 81 QG 269 | C~ | 4.1 | .1 | 15 | 371 | 58 | 130 | 98 | 77 | 756 | 137 | 287 | 238 | 296 | 319 | 415 | 342 | 172 | 35 | 45 | 41 | 53 | 56 | 50 | 56 |
| SUMMER OLYMPICS-MON-PM(S) | A | 5.2 | .1 | 16 | 470 | 60^ | 167 | 120 | 123 | 654 | 183 | 318 | 228 | 306 | 286 | 259 | 428 | 127 | 71^ | 41^ | 74^ | 53^ | 44^ | 31^ | 67^ |
| MON 4.00P 60 NBC / 213 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 4.9 | .1 | 15 | 443 | 69^ | 156 | 112 | 135 | 705 | 207 | 346 | 245 | 327 | 299 | 277 | 387 | 121 | 63^ | 47^ | 66^ | 42^ | 42^ | 30^ | 53^ |
| 4.30 - 5.00 | A | 5.5 | .1 | 16 | 497 | 51^ | 176 | 126 | 112 | 609 | 163 | 292 | 213 | 287 | 275 | 243 | 464 | 132 | 79^ | 35^ | 82^ | 64^ | 47^ | 32^ | 79^ |
| SUMMER OLYMPICS-TUE-PM(S) | A | 5.5 | .3 | 16 | 497 | 41^ | 165 | 135 | 124 | 685 | 194 | 334 | 243 | 319 | 290 | 275 | 402 | 152 | 48^ | 42^ | 63^ | 36^ | 32^ | 28^ | 41^ |
| TUE 4.00P 60 NBC / 213 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 5.2 | .2 | 16 | 470 | 44^ | 152 | 126 | 127 | 687 | 193 | 335 | 252 | 324 | 298 | 279 | 375 | 135 | 48^ | 52^ | 68^ | 36^ | 32^ | 24v | 45^ |
| 4.30 - 5.00 | A | 5.8 | .3 | 16 | 524 | 38^ | 176 | 144 | 123 | 684 | 194 | 334 | 236 | 314 | 282 | 272 | 427 | 167 | 49^ | 33^ | 58^ | 37^ | 32^ | 32^ | 37^ |
| SUMMER OLYMPICS-WED-PM(S) | A | 4.8 | .1 | 14 | 434 | 68^ | 181 | 135 | 96^ | 625 | 158 | 292 | 219 | 293 | 283 | 258 | 415 | 172 | 55^ | 37^ | 48^ | 42^ | 34^ | 46^ | 30^ |
| WED 4.00P 60 NBC / 212 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 4.4 | .1 | 14 | 398 | 78^ | 173 | 131 | 92^ | 633 | 155 | 292 | 223 | 296 | 279 | 268 | 397 | 154 | 44^ | 38^ | 43^ | 42^ | 36^ | 54^ | 24v |
| 4.30 - 5.00 | A | 5.2 | .1 | 15 | 470 | 59^ | 188 | 138 | 100 | 618 | 160 | 292 | 215 | 291 | 286 | 250 | 430 | 187 | 64^ | 37^ | 52^ | 43^ | 32^ | 39^ | 35^ |
| SUMMER OLYMPICS-THU-PM(S) | A | 5.2 | .1 | 16 | 470 | 52^ | 151 | 129 | 80^ | 657 | 159 | 329 | 261 | 319 | 304 | 270 | 464 | 152 | 36^ | 19v | 31^ | 42^ | 8v | 27^ | 24v |
| THU 4.00P 60 NBC / 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 4.7 | .1 | 15 | 425 | 50^ | 143 | 125 | 83^ | 701 | 166 | 347 | 277 | 340 | 327 | 291 | 444 | 145 | 34^ | 19v | 29^ | 36^ | 7v | 28^ | 15v |
| 4.30 - 5.00 | A | 5.6 | .0 | 17 | 506 | 55^ | 161 | 135 | 78^ | 631 | 156 | 319 | 252 | 307 | 290 | 257 | 489 | 161 | 38^ | 19v | 33^ | 48^ | 10v | 26^ | 32^ |
| SUMMER OLYMPICS-FRI-PM(S) | A | 5.6 | .2 | 18 | 506 | 52^ | 181 | 152 | 77^ | 632 | 158 | 344 | 287 | 329 | 323 | 246 | 417 | 129 | 59^ | 33^ | 54^ | 34^ | 28^ | 21v | 41^ |
| FRI 4.00P 60 NBC / 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 5.1 | .1 | 17 | 461 | 45^ | 177 | 148 | 85^ | 658 | 146 | 342 | 282 | 325 | 343 | 272 | 378 | 125 | 63^ | 38^ | 56^ | 41^ | 38^ | 30^ | 48^ |
| 4.30 - 5.00 | A | 6.0 | .1 | 18 | 542 | 58^ | 187 | 158 | 72^ | 621 | 171 | 351 | 297 | 338 | 311 | 228 | 457 | 133 | 56^ | 28^ | 53^ | 28^ | 20v | 13v | 35^ |
| SUPER PASSWORD | A | 3.0 | .1 | 12 | 273 | 49^ | 119 | 99 | 92 | 826 | 203 | 341 | 254 | 312 | 282 | 427 | 281 | 146 | 8v | 7v | 11v | 27^ | 43^ | 49^ | 20^ |
| MON-FRI 12.00N 30 NBC 10 | B | 3.0 | .1 | 12 | 271 | 62 | 111 | 93 | 84 | 823 | 190 | 335 | 257 | 313 | 304 | 432 | 288 | 159 | 8v | 9^ | 12^ | 27^ | 47^ | 55 | 19^ |
| 157 73 QG 255 | C~ | 3.4 | .1 | 13 | 307 | 67 | 118 | 86 | 81 | 760 | 144 | 289 | 242 | 289 | 289 | 408 | 330 | 166 | 30^ | 48 | 40 | 58 | 61 | 61 | 60 |
| WHEEL OF FORTUNE | A | 4.2 | .0 | 20 | 380 | 58 | 143 | 106 | 61 | 813 | 154 | 302 | 246 | 320 | 327 | 438 | 302 | 158 | 8v | 6v | 9v | 28^ | 31^ | 49 | 10v |
| MON-FRI 11.00A 30 NBC 10 | B | 4.3 | .1 | 20 | 386 | 61 | 130 | 92 | 62 | 817 | 155 | 296 | 241 | 304 | 328 | 457 | 306 | 164 | 9^ | 7^ | 12^ | 32^ | 40 | 58 | 14^ |
| 199 95 QG 255 | C~ | 5.2 | .1 | 22 | 470 | 64 | 163 | 112 | 68 | 815 | 159 | 302 | 247 | 311 | 324 | 442 | 341 | 177 | 22 | 27 | 24 | 46 | 58 | 58 | 44 |
| WIN, LOSE OR DRAW | A | 3.8 | .1 | 17 | 345 | 77 | 135 | 108 | 94 | 820 | 217 | 381 | 297 | 357 | 333 | 379 | 280 | 117 | 15^ | 13v | 16^ | 30^ | 46^ | 58 | 18^ |
| MON-FRI 11.30A 30 NBC 10 | B | 3.8 | .1 | 17 | 344 | 82 | 132 | 107 | 97 | 830 | 218 | 383 | 296 | 347 | 334 | 397 | 271 | 123 | 17^ | 15^ | 18^ | 38^ | 56 | 74 | 20^ |
| 187 88 QG 268 | C~ | 4.2 | .0 | 17 | 380 | 86 | 159 | 131 | 103 | 763 | 197 | 374 | 294 | 344 | 334 | 345 | 311 | 123 | 37 | 54 | 46 | 61 | 81 | 79 | 65 |
| YOUNG AND THE RESTLESS CONT'D | A | 7.6 | .5 | 29 | 685 | 118 | 181 | 158 | 136 | 888 | 298 | 469 | 338 | 389 | 339 | 368 | 255 | 117 | 15^ | 10^ | 13^ | 44 | 51 | 73 | 22^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 19–25, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| YOUNG AND THE RESTLESS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| MON-FRI 12.30P 60 CBS 5 | B | 7.6 | .5 | 29 | 685 | 118 | 181 | 158 | 136 | 888 | 298 | 469 | 338 | 389 | 339 | 368 | 255 | 117 | 15^ | 10^ | 13^ | 44 | 51 | 73 | 22^ |
| 214 99 DD 5 | C | 7.6 | .5 | 29 | 685 | 118 | 181 | 158 | 136 | 888 | 298 | 469 | 338 | 389 | 339 | 368 | 255 | 117 | 15^ | 10^ | 13^ | 44 | 51 | 73 | 22^ |
| 12.30 - 1.00 | A | 7.4 | .6 | 30 | 671 | 113 | 181 | 158 | 136 | 884 | 293 | 465 | 334 | 383 | 338 | 370 | 257 | 119 | 15^ | 9^ | 13^ | 46 | 50 | 73 | 22^ |
| 1.00 - 1.30 | A | 7.8 | .6 | 29 | 705 | 122 | 180 | 156 | 136 | 886 | 301 | 469 | 338 | 392 | 336 | 363 | 251 | 114 | 15^ | 11^ | 14^ | 41 | 52 | 73 | 21^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN | | | | | | | | | | | | | | | | | | | | | | | | | |
| ADV. RAGGEDY ANN & ANDY | A | 2.1 | .0 | 14 | 190 | 1304 | 103^ | 256 | 200^ | 69^ | 221^ | 179^ | 103^ | 76^ | 122^ | 57v | 648 | 351 | 297 | 331 | 317 | 183^ | 134^ | 214^ | 103^ |
| SAT 8.00A 30 CBS 2 | B | 2.5 | .0 | 16 | 226 | 1283 | 97^ | 252 | 198 | 54^ | 203 | 150 | 91^ | 59^ | 105 | 46^ | 678 | 340 | 338 | 284 | 394 | 193 | 201 | 238 | 157 |
| 204 96 CA 2 | C | 2.5 | .0 | 16 | 226 | 1283 | 97^ | 252 | 198 | 54^ | 203 | 150 | 91^ | 59^ | 105 | 46^ | 678 | 340 | 338 | 284 | 394 | 193 | 201 | 238 | 157 |
| ALF-SAT MORN I | A | 4.8 | .1 | 19 | 434 | 1342 | 87^ | 323 | 240 | 78^ | 259 | 135 | 60^ | 75^ | 98^ | 37^ | 625 | 324 | 300 | 266 | 359 | 181 | 178 | 210 | 149 |
| SAT 10.00A 30 NBC 2 | B | 5.0 | .1 | 19 | 447 | 1407 | 92 | 370 | 271 | 81 | 262 | 157 | 81 | 76 | 105 | 52^ | 617 | 331 | 286 | 256 | 362 | 190 | 172 | 204 | 158 |
| 200 98 CA 3 | C | 4.9 | .1 | 18 | 440 | 1378 | 95 | 357 | 273 | 75 | 243 | 156 | 87 | 69 | 104 | 52 | 622 | 337 | 286 | 249 | 374 | 194 | 180 | 209 | 165 |
| ALF-SAT MORN II | A | 5.4 | .0 | 20 | 488 | 1376 | 118 | 375 | 273 | 93^ | 274 | 154 | 65^ | 88^ | 90^ | 63^ | 573 | 300 | 274 | 269 | 305 | 143 | 162 | 178 | 126 |
| SAT 10.30A 30 NBC 2 | B | 5.2 | .0 | 19 | 470 | 1407 | 109 | 375 | 282 | 83 | 272 | 164 | 87 | 77 | 113 | 52 | 596 | 306 | 289 | 251 | 345 | 168 | 177 | 186 | 158 |
| 200 98 CA 3 | C | 5.2 | .0 | 19 | 473 | 1391 | 106 | 359 | 281 | 83 | 246 | 174 | 96 | 78 | 118 | 56 | 612 | 322 | 290 | 248 | 364 | 181 | 182 | 196 | 167 |
| ALVIN AND THE CHIPMUNKS | A | 5.6 | .1 | 21 | 506 | 1388 | 138 | 364 | 275 | 58^ | 199 | 189 | 71^ | 118 | 114 | 75^ | 636 | 323 | 313 | 297 | 339 | 143 | 196 | 199 | 140 |
| SAT 11.00A 30 NBC 2 | B | 5.8 | .2 | 21 | 524 | 1439 | 139 | 363 | 281 | 57 | 199 | 208 | 90 | 118 | 136 | 72 | 669 | 323 | 346 | 280 | 389 | 172 | 217 | 214 | 175 |
| 178 90 CA 3 | C | 6.1 | .1 | 21 | 548 | 1427 | 130 | 343 | 276 | 60 | 185 | 207 | 88 | 119 | 139 | 67 | 692 | 343 | 349 | 283 | 409 | 189 | 220 | 221 | 188 |
| ANIMAL CRACK-UPS | A | 3.9 | .1 | 13 | 353 | 1541 | 179 | 451 | 358 | 124^ | 394 | 205 | 104^ | 101^ | 117^ | 88^ | 492 | 220 | 271 | 203 | 289 | 133 | 156 | 148 | 141 |
| SAT 12.00N 30 ABC 1 | B | 3.9 | .1 | 13 | 353 | 1541 | 179 | 451 | 358 | 124^ | 394 | 205 | 104^ | 101^ | 117^ | 88^ | 492 | 220 | 271 | 203 | 289 | 133 | 156 | 148 | 141 |
| 156 74 CL 2 | C | 4.0 | .1 | 14 | 362 | 1536 | 157 | 420 | 317 | 106 | 334 | 209 | 98 | 111 | 129 | 80 | 573 | 286 | 287 | 258 | 316 | 154 | 162 | 168 | 148 |
| BEANY AND CECIL | A | 1.9 | .0 | 12 | 172 | 1358 | 100^ | 313 | 263^ | 59v | 193^ | 83^ | 70^ | 13v | 61v | 21v | 770 | 374 | 396 | 392 | 378 | 181^ | 197^ | 199^ | 178^ |
| SAT 8.00A 30 ABC 2 | B | 2.0 | .1 | 13 | 181 | 1374 | 83^ | 351 | 283 | 39^ | 213 | 75^ | 64^ | 11v | 56^ | 19v | 735 | 391 | 343 | 375 | 360 | 193 | 167 | 179 | 181 |
| 215 98 CA 3 | C | 2.0 | .0 | 13 | 178 | 1375 | 76^ | 306 | 242 | 32^ | 210 | 91 | 64^ | 27^ | 77^ | 14v | 768 | 400 | 368 | 354 | 415 | 197 | 218 | 205 | 209 |
| BUGS BUNNY/TWEETY SHOW I | A | 6.2 | .2 | 22 | 560 | 1570 | 148 | 408 | 312 | 97 | 282 | 205 | 101 | 104 | 108 | 97 | 675 | 381 | 294 | 276 | 399 | 247 | 152 | 235 | 165 |
| SAT 11.00A 30 ABC 1 | B | 6.2 | .2 | 22 | 560 | 1570 | 148 | 408 | 312 | 97 | 282 | 205 | 101 | 104 | 108 | 97 | 675 | 381 | 294 | 276 | 399 | 247 | 152 | 235 | 165 |
| 202 94 CA 2 | C | 6.0 | .1 | 21 | 538 | 1527 | 137 | 388 | 297 | 89 | 249 | 176 | 90 | 87 | 100 | 76 | 714 | 393 | 320 | 290 | 423 | 243 | 181 | 242 | 181 |
| BUGS BUNNY/TWEETY SHOW II | A | 7.9 | .2 | 27 | 714 | 1526 | 143 | 405 | 315 | 112 | 288 | 207 | 98 | 109 | 102 | 105 | 626 | 339 | 287 | 248 | 378 | 220 | 158 | 208 | 170 |
| SAT 11.30A 30 ABC 1 | B | 7.9 | .2 | 27 | 714 | 1526 | 143 | 405 | 315 | 112 | 288 | 207 | 98 | 109 | 102 | 105 | 626 | 339 | 287 | 248 | 378 | 220 | 158 | 208 | 170 |
| 202 94 CA 2 | C | 7.6 | .1 | 26 | 692 | 1495 | 142 | 397 | 307 | 98 | 261 | 187 | 90 | 98 | 103 | 84 | 650 | 369 | 281 | 266 | 384 | 222 | 161 | 215 | 169 |
| CBS STORYBREAK | A | 2.6 | .0 | 8 | 235 | 1514 | 68^ | 413 | 247 | 84^ | 280 | 157^ | 116^ | 41v | 88^ | 69^ | 663 | 335 | 328 | 327 | 337 | 174^ | 162^ | 169^ | 167^ |
| SAT 12.30P 30 CBS 2 | B | 2.8 | .0 | 9 | 249 | 1480 | 89^ | 389 | 238 | 82^ | 278 | 195 | 118 | 77^ | 123 | 72^ | 618 | 342 | 275 | 254 | 364 | 201 | 163 | 162 | 201 |
| 137 67 CL 2 | C | 2.8 | .0 | 9 | 249 | 1480 | 89^ | 389 | 238 | 82^ | 278 | 195 | 118 | 77^ | 123 | 72^ | 618 | 342 | 275 | 254 | 364 | 201 | 163 | 162 | 201 |
| GINNY | | | | | | | | | | | | | | | | | | | | | | | | | |
| FLINTSTONES-JUST SAY NO(S,R) | A | 3.1 | .1 | 10 | 280 | 1599 | 221 | 451 | 372 | 84^ | 268 | 238 | 98^ | 140^ | 148^ | 90^ | 642 | 329 | 313 | 294 | 348 | 166^ | 182 | 173 | 175 |
| SAT 12.30P 30 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 133 63 CA | | | | | | | | | | | | | | | | | | | | | | | | | |
| FLIP | A | 2.7 | .1 | 9 | 244 | 1455 | 129^ | 377 | 278 | 105^ | 371 | 168^ | 60^ | 109^ | 93^ | 75^ | 538 | 258 | 280 | 313 | 225 | 132^ | 94^ | 100^ | 125^ |
| SAT 11.30A 30 CBS 2 | B | 3.2 | .1 | 10 | 285 | 1433 | 106 | 327 | 242 | 91 | 303 | 232 | 97 | 135 | 156 | 76^ | 571 | 249 | 322 | 236 | 335 | 152 | 182 | 141 | 193 |
| 183 91 CL 2 | C | 3.2 | .1 | 10 | 285 | 1433 | 106 | 327 | 242 | 91 | 303 | 232 | 97 | 135 | 156 | 76^ | 571 | 249 | 322 | 236 | 335 | 152 | 182 | 141 | 193 |
| GARFIELD AND FRIENDS | A | 5.8 | .1 | 20 | 524 | 1493 | 63^ | 267 | 210 | 59^ | 197 | 181 | 90 | 91 | 121 | 60^ | 849 | 412 | 437 | 373 | 476 | 247 | 229 | 273 | 203 |
| SAT 10.30A 30 CBS 2 | B | 6.6 | .1 | 22 | 601 | 1450 | 96 | 281 | 236 | 58 | 199 | 182 | 90 | 91 | 124 | 58 | 787 | 389 | 398 | 333 | 454 | 236 | 219 | 256 | 199 |
| 207 96 CA 2 | C | 6.6 | .1 | 22 | 601 | 1450 | 96 | 281 | 236 | 58 | 199 | 182 | 90 | 31 | 124 | 58 | 787 | 389 | 398 | 333 | 454 | 236 | 219 | 256 | 199 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HH AVG. AUD. % | HH VCR RECRD % | HH SH % | HH AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| GUMMI BEARS | A | 4.0 | .0 | 22 | 362 | 1315 | 82^ | 319 | 249 | 37^ | 168 | 159 | 81^ | 79^ | 111^ | 48^ | 668 | 312 | 356 | 284 | 384 | 150 | 235 | 230 | 154 |
| SAT 8.30A 30 NBC 2 | B | 3.8 | .1 | 20 | 339 | 1301 | 69^ | 306 | 229 | 52^ | 189 | 163 | 108 | 54^ | 102 | 61^ | 643 | 318 | 325 | 256 | 387 | 171 | 216 | 215 | 172 |
| 195 95 CA 3 | C | 3.7 | .0 | 20 | 337 | 1260 | 64 | 273 | 204 | 51 | 193 | 150 | 96 | 54 | 95 | 55 | 643 | 339 | 304 | 249 | 394 | 192 | 202 | 211 | 183 |
| HEY, VERN, IT'S ERNEST | A | 3.9 | .1 | 14 | 353 | 1443 | 86^ | 325 | 246 | 84^ | 296 | 165 | 84^ | 81^ | 116^ | 49^ | 656 | 339 | 317 | 333 | 323 | 192 | 130^ | 149 | 174 |
| SAT 11.00A 30 CBS 2 | B | 4.6 | .1 | 15 | 416 | 1458 | 109 | 325 | 261 | 69 | 268 | 187 | 93 | 94 | 139 | 48^ | 678 | 356 | 322 | 301 | 377 | 216 | 161 | 184 | 193 |
| 197 94 CL 2 | C | 4.6 | .1 | 15 | 416 | 1458 | 109 | 325 | 261 | 69 | 268 | 187 | 93 | 94 | 139 | 48^ | 678 | 356 | 322 | 301 | 377 | 216 | 161 | 184 | 193 |
| KISSYFUR | A | 2.8 | .0 | 19 | 253 | 1346 | 65^ | 301 | 204 | 31v | 189 | 151^ | 88^ | 63^ | 102^ | 48^ | 705 | 380 | 325 | 239 | 466 | 231 | 235 | 287 | 179^ |
| SAT 8.00A 30 NBC 2 | B | 2.7 | .1 | 18 | 240 | 1365 | 70^ | 281 | 195 | 44^ | 244 | 153 | 107 | 47^ | 104 | 49^ | 686 | 384 | 302 | 247 | 439 | 223 | 216 | 252 | 187 |
| 188 93 CA 3 | C | 2.7 | .0 | 18 | 241 | 1308 | 66 | 265 | 190 | 48^ | 240 | 144 | 91 | 52^ | 97 | 47^ | 660 | 374 | 286 | 241 | 418 | 216 | 203 | 216 | 202 |
| MIGHTY MOUSE | A | 3.0 | .0 | 10 | 271 | 1542 | 81^ | 393 | 276 | 99^ | 313 | 135^ | 69^ | 66^ | 91^ | 44^ | 701 | 392 | 309 | 391 | 310 | 190 | 120^ | 159^ | 151^ |
| SAT 12.00N 30 CBS 2 | B | 3.4 | .1 | 11 | 303 | 1459 | 91 | 357 | 253 | 93 | 296 | 164 | 92 | 72^ | 115 | 48^ | 642 | 349 | 293 | 285 | 357 | 195 | 162 | 176 | 181 |
| 160 81 CA 2 | C | 3.4 | .1 | 11 | 303 | 1459 | 91 | 357 | 253 | 93 | 296 | 164 | 92 | 72^ | 115 | 48^ | 642 | 349 | 293 | 285 | 357 | 195 | 162 | 176 | 181 |
| MISADVENTURES-ED GRIMLEY | A | 4.2 | .0 | 15 | 380 | 1373 | 123 | 370 | 260 | 69^ | 230 | 186 | 78^ | 108^ | 119^ | 67^ | 587 | 300 | 287 | 272 | 315 | 148 | 167 | 178 | 137 |
| SAT 11.30A 30 NBC 2 | B | 4.0 | .1 | 14 | 357 | 1408 | 131 | 358 | 255 | 65^ | 228 | 189 | 90 | 99 | 117 | 72 | 632 | 301 | 331 | 287 | 346 | 153 | 193 | 211 | 134 |
| 173 89 CL 3 | C | 4.3 | .1 | 15 | 389 | 1420 | 128 | 360 | 269 | 71 | 221 | 193 | 93 | 100 | 127 | 66 | 646 | 316 | 330 | 292 | 354 | 152 | 201 | 201 | 153 |
| MUPPET BABIES I | A | 3.7 | .0 | 15 | 334 | 1333 | 55^ | 212 | 145 | 27v | 160 | 120^ | 83^ | 37^ | 101^ | 19v | 842 | 432 | 410 | 344 | 498 | 276 | 222 | 298 | 200 |
| SAT 9.00A 30 CBS 2 | B | 4.2 | .1 | 17 | 375 | 1377 | 58^ | 215 | 161 | 31^ | 156 | 122 | 93 | 29^ | 102 | 20^ | 884 | 476 | 408 | 336 | 548 | 310 | 238 | 303 | 245 |
| 213 99 CA 2 | C | 4.2 | .1 | 17 | 375 | 1377 | 58^ | 215 | 161 | 31^ | 156 | 122 | 93 | 29^ | 102 | 20^ | 884 | 476 | 408 | 336 | 548 | 310 | 238 | 303 | 245 |
| MUPPET BABIES II | A | 4.6 | .0 | 17 | 416 | 1418 | 45^ | 264 | 202 | 37^ | 151 | 131 | 75^ | 57^ | 103^ | 28^ | 871 | 422 | 449 | 408 | 463 | 220 | 243 | 282 | 181 |
| SAT 9.30A 30 CBS 2 | B | 5.0 | .0 | 19 | 457 | 1396 | 62 | 277 | 213 | 36^ | 153 | 113 | 68 | 45^ | 84 | 29^ | 853 | 421 | 431 | 366 | 487 | 240 | 247 | 275 | 212 |
| 213 99 CA 2 | C | 5.0 | .0 | 19 | 457 | 1396 | 62 | 277 | 213 | 36^ | 153 | 113 | 68 | 45^ | 84 | 29^ | 853 | 421 | 431 | 366 | 487 | 240 | 247 | 275 | 212 |
| PEE WEE'S PLAYHOUSE | A | 5.6 | .1 | 20 | 506 | 1505 | 73^ | 312 | 252 | 35^ | 176 | 140 | 76^ | 64^ | 96 | 44^ | 876 | 415 | 461 | 427 | 449 | 215 | 234 | 258 | 191 |
| SAT 10.00A 30 CBS 2 | B | 6.2 | .1 | 21 | 560 | 1458 | 98 | 307 | 256 | 41^ | 182 | 142 | 69 | 73 | 95 | 47 | 828 | 396 | 431 | 379 | 448 | 223 | 226 | 255 | 194 |
| 215 99 CL 2 | C | 6.2 | .1 | 21 | 560 | 1458 | 98 | 307 | 256 | 41^ | 182 | 142 | 69 | 73 | 95 | 47 | 828 | 396 | 431 | 379 | 448 | 223 | 226 | 255 | 194 |
| PUP NAMED SCOOBY DOO | A | 5.9 | .2 | 20 | 533 | 1475 | 136 | 320 | 264 | 81^ | 186 | 246 | 130 | 116 | 159 | 87^ | 723 | 463 | 260 | 262 | 461 | 303 | 157 | 273 | 188 |
| SAT 10.30A 30 ABC 2 | B | 5.8 | .1 | 20 | 520 | 1465 | 116 | 326 | 263 | 67 | 213 | 208 | 111 | 98 | 141 | 67 | 718 | 459 | 259 | 289 | 429 | 271 | 158 | 248 | 180 |
| 209 97 CA 3 | C | 5.9 | .1 | 21 | 533 | 1474 | 127 | 320 | 256 | 62 | 194 | 198 | 102 | 97 | 134 | 64 | 762 | 472 | 290 | 302 | 459 | 280 | 179 | 250 | 209 |
| SLIMER & REAL GHOSTS. I | A | 5.3 | .1 | 20 | 479 | 1369 | 100 | 268 | 235 | 53^ | 173 | 199 | 121 | 78^ | 150 | 49^ | 729 | 441 | 288 | 289 | 440 | 242 | 198 | 256 | 183 |
| SAT 9.30A 30 ABC 1 | B | 5.3 | .1 | 20 | 479 | 1369 | 100 | 268 | 235 | 53^ | 173 | 199 | 121 | 78^ | 150 | 49^ | 729 | 441 | 288 | 289 | 440 | 242 | 198 | 256 | 183 |
| 215 99 CA 2 | C | 5.6 | .1 | 21 | 506 | 1418 | 97 | 262 | 215 | 42^ | 161 | 176 | 108 | 69 | 135 | 42^ | 820 | 479 | 341 | 338 | 481 | 258 | 224 | 256 | 225 |
| SLIMER & REAL GHOSTS. II | A | 6.5 | .1 | 23 | 588 | 1434 | 112 | 258 | 227 | 66^ | 188 | 253 | 146 | 107 | 172 | 81 | 735 | 447 | 287 | 275 | 460 | 266 | 194 | 266 | 195 |
| SAT 10.00A 30 ABC 1 | B | 6.5 | .1 | 23 | 588 | 1434 | 112 | 258 | 227 | 66^ | 188 | 253 | 146 | 107 | 172 | 81 | 735 | 447 | 287 | 275 | 460 | 266 | 194 | 266 | 195 |
| 215 99 CA 2 | C | 6.6 | .1 | 24 | 597 | 1441 | 112 | 279 | 234 | 46 | 162 | 199 | 112 | 87 | 139 | 60 | 801 | 488 | 313 | 316 | 485 | 286 | 199 | 258 | 227 |
| SMURFS I | A | 4.5 | .1 | 21 | 407 | 1362 | 94^ | 325 | 255 | 50^ | 175 | 134 | 74^ | 60^ | 84^ | 50^ | 729 | 374 | 355 | 333 | 396 | 183 | 214 | 245 | 152 |
| SAT 9.00A 30 NBC 2 | B | 4.4 | .1 | 20 | 398 | 1384 | 90 | 351 | 274 | 69 | 202 | 159 | 104 | 55^ | 90 | 69 | 672 | 352 | 321 | 297 | 375 | 183 | 193 | 221 | 154 |
| 194 98 CA 3 | C | 4.3 | .1 | 19 | 392 | 1345 | 90 | 335 | 265 | 64 | 195 | 149 | 95 | 53 | 88 | 61 | 666 | 353 | 313 | 286 | 381 | 188 | 193 | 228 | 153 |
| SMURFS II | A | 5.3 | .1 | 23 | 479 | 1348 | 100 | 335 | 250 | 41^ | 225 | 129 | 69^ | 60^ | 83^ | 46^ | 660 | 349 | 311 | 282 | 378 | 181 | 197 | 214 | 164 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SMURFS II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT 9.30A 30 NBC | 2 | B | 5.2 | .0 | 22 | 475 | 1410 | 108 | 374 | 283 | 63 | 236 | 169 | 98 | 71 | 103 | 65 | 632 | 343 | 289 | 266 | 366 | 191 | 175 | 205 | 161 |
| 194 98 CA | 3 | C | 5.2 | .1 | 21 | 470 | 1376 | 106 | 357 | 284 | 58 | 219 | 156 | 89 | 67 | 98 | 57 | 645 | 350 | 295 | 265 | 380 | 195 | 185 | 219 | 161 |
| SUPERMAN | | A | 3.4 | .0 | 17 | 307 | 1306 | 84^ | 233 | 159 | 39^ | 215 | 145^ | 91^ | 54^ | 99^ | 46^ | 714 | 408 | 306 | 291 | 423 | 277 | 146^ | 265 | 158 |
| SAT 8.30A 30 CBS | 2 | B | 3.7 | .1 | 18 | 334 | 1362 | 77 | 245 | 185 | 52^ | 210 | 153 | 107 | 46^ | 111 | 42^ | 753 | 440 | 314 | 300 | 453 | 289 | 164 | 263 | 190 |
| 207 96 CA | 2 | C | 3.7 | .1 | 18 | 334 | 1362 | 77 | 245 | 185 | 52^ | 210 | 153 | 107 | 46^ | 111 | 42^ | 753 | 440 | 314 | 300 | 453 | 289 | 164 | 263 | 190 |
| WINNIE THE POOH I | | A | 3.7 | .1 | 18 | 334 | 1367 | 89^ | 308 | 253 | 32v | 166 | 146 | 84^ | 62^ | 117^ | 28v | 748 | 373 | 375 | 373 | 374 | 165 | 209 | 189 | 185 |
| SAT 8.30A 30 ABC | 2 | B | 3.8 | .1 | 18 | 339 | 1397 | 83 | 346 | 276 | 28^ | 166 | 130 | 74 | 56^ | 102 | 28^ | 755 | 389 | 366 | 360 | 396 | 191 | 205 | 215 | 181 |
| 214 98 CA | 3 | C | 3.8 | .1 | 19 | 344 | 1410 | 91 | 324 | 256 | 23^ | 169 | 120 | 67 | 52 | 94 | 26^ | 797 | 414 | 383 | 361 | 436 | 210 | 226 | 232 | 204 |
| WINNIE THE POOH II | | A | 5.1 | .1 | 21 | 461 | 1411 | 93^ | 301 | 255 | 39^ | 166 | 164 | 79^ | 85^ | 122 | 42^ | 780 | 413 | 367 | 386 | 395 | 191 | 204 | 229 | 165 |
| SAT 9.00A 30 ABC | 2 | B | 5.4 | .1 | 22 | 488 | 1432 | 82 | 317 | 268 | 30^ | 174 | 139 | 67 | 71 | 108 | 31^ | 803 | 414 | 389 | 376 | 428 | 205 | 223 | 242 | 185 |
| 214 98 CA | 3 | C | 5.4 | .1 | 22 | 488 | 1458 | 89 | 309 | 257 | 31^ | 181 | 128 | 68 | 61 | 99 | 29^ | 840 | 432 | 408 | 395 | 445 | 208 | 237 | 241 | 204 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC COLLEGE FTBALL GAME | A | 5.5 | .0 | 14 | 497 | 1386 | 147 | 451 | 212 | 438 | 220 | 799 | 93^ | 222 | 416 | 765 | 381 | 444 | 322 | 385 | 394 | 321 | 59^ | 47^ | 76^ |
| SAT 3.30P 216 ABC 2 | B | 5.0 | .0 | 14 | 454 | 1338 | 153 | 428 | 207 | 418 | 220 | 753 | 93 | 242 | 414 | 724 | 385 | 438 | 321 | 375 | 340 | 285 | 63 | 48^ | 94 |
| 220 99 SE 3 | C | 5.2 | .1 | 15 | 468 | 1354 | 147 | 430 | 198 | 419 | 209 | 762 | 85 | 236 | 408 | 736 | 381 | 440 | 322 | 381 | 352 | 295 | 69 | 53 | 93 |
| OKLAHOMA VS USC | | | | | | | | | | | | | | | | | | | | | | | | | |
| LSU VS OHIO STATE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | A | 4.4 | .2 | 13 | 398 | 1404 | 155 | 503 | 246 | 487 | 261 | 756 | 100^ | 259 | 411 | 707 | 363 | 414 | 312 | 363 | 340 | 293 | 61^ | 48^ | 84^ |
| 4.00 - 4.30 | A | 4.9 | .1 | 14 | 443 | 1331 | 120 | 432 | 190 | 426 | 221 | 772 | 77^ | 197 | 378 | 735 | 341 | 414 | 301 | 373 | 379 | 321 | 57^ | 48^ | 70^ |
| 4.30 - 5.00 | A | 5.3 | .1 | 15 | 479 | 1330 | 151 | 435 | 201 | 429 | 211 | 770 | 86^ | 195 | 367 | 741 | 338 | 399 | 281 | 342 | 372 | 342 | 43^ | 35^ | 82^ |
| 5.00 - 5.30 | A | 5.5 | .1 | 15 | 497 | 1347 | 143 | 434 | 201 | 422 | 204 | 793 | 100 | 224 | 406 | 759 | 372 | 422 | 306 | 356 | 383 | 337 | 41^ | 28^ | 80^ |
| 5.30 - 6.00 | A | 6.1 | .1 | 16 | 551 | 1375 | 140 | 443 | 214 | 425 | 207 | 814 | 94 | 222 | 434 | 783 | 403 | 469 | 339 | 405 | 413 | 315 | 55^ | 42^ | 64^ |
| 6.00 - 6.30 | A | 6.4 | .0 | 15 | 579 | 1340 | 151 | 410 | 207 | 393 | 203 | 790 | 89 | 200 | 415 | 758 | 384 | 447 | 327 | 390 | 414 | 311 | 80^ | 66^ | 60^ |
| 6.30 - 7.00 | A | 5.7 | .0 | 13 | 515 | 1325 | 145 | 405 | 189 | 393 | 192 | 777 | 98 | 222 | 443 | 739 | 405 | 470 | 345 | 410 | 409 | 269 | 70^ | 59^ | 74^ |
| 7.00 - 7.30 | A | 3.1 | .1 | 7 | 280 | 1402 | 142^ | 487 | 186 | 476 | 190 | 769 | 94^ | 245 | 400 | 741 | 371 | 454 | 306 | 389 | 380 | 286 | 73^ | 63^ | 72^ |
| ABC COLLEGE FOOTBALL-POST(B) | A | 2.7 | .0 | 6 | 244 | 1302 | 154^ | 421 | 183^ | 420 | 219 | 704 | 53^ | 204 | 416 | 671 | 383 | 432 | 363 | 412 | 330 | 239 | 74^ | 54^ | 104^ |
| SAT 6.45P 15 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 129 66 SC | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BOSCH GRAND PRIX RACE(S) | A | 1.7 | .0 | 4 | 154 | 1497 | 158^ | 559 | 244^ | 529 | 252^ | 695 | 41v | 220^ | 381 | 678 | 364 | 451 | 341 | 428 | 364 | 227^ | 144^ | 87^ | 99^ |
| SUN 4.00P 120 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 178 84 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 1.7 | .1 | 4 | 154 | 1399 | 166^ | 521 | 242^ | 498 | 265^ | 599 | 28v | 202^ | 360 | 597 | 358 | 470 | 332 | 443 | 329 | 127^ | 150^ | 97^ | 130^ |
| 4.30 - 5.00 | A | 1.6 | .1 | 4 | 145 | 1526 | 132^ | 469 | 202^ | 446 | 230^ | 732 | 52v | 269^ | 431 | 711 | 410 | 500 | 379 | 468 | 338 | 212^ | 188^ | 111^ | 137^ |
| 5.00 - 5.30 | A | 1.7 | .1 | 4 | 154 | 1398 | 170^ | 521 | 233^ | 498 | 226^ | 691 | 27v | 199^ | 352 | 671 | 332 | 411 | 326 | 405 | 387 | 259^ | 129^ | 75^ | 57v |
| 5.30 - 6.00 | A | 1.9 | .0 | 4 | 172 | 1571 | 154^ | 674 | 278 | 626 | 267^ | 717 | 52v | 203^ | 363 | 692 | 338 | 404 | 311 | 378 | 379 | 288 | 106^ | 63v | 73^ |
| CBS COLLEGE FOOTBALL PRE | A | 3.0 | .0 | 10 | 271 | 1497 | 204 | 512 | 297 | 489 | 273 | 619 | 82^ | 228 | 402 | 571 | 353 | 391 | 319 | 356 | 263 | 181 | 157^ | 79^ | 209 |
| SAT 2.30P 10 CBS 2 | B | 3.1 | .0 | 9 | 279 | 1423 | 184 | 446 | 270 | 424 | 233 | 625 | 72^ | 201 | 399 | 592 | 366 | 414 | 328 | 376 | 309 | 178 | 159 | 85 | 193 |
| 209 99 SC 2 | C | 3.1 | .0 | 9 | 279 | 1423 | 184 | 446 | 270 | 424 | 233 | 625 | 72^ | 201 | 399 | 592 | 366 | 414 | 328 | 376 | 309 | 178 | 159 | 85 | 193 |
| CBS COLLEGE FOOTBALL GAME | A | 3.2 | .0 | 9 | 289 | 1308 | 169 | 456 | 223 | 439 | 212 | 609 | 38v | 158^ | 307 | 592 | 290 | 331 | 269 | 310 | 278 | 262 | 128^ | 89^ | 114^ |
| SAT 2.40P 178 CBS 2 | B | 3.8 | .1 | 10 | 339 | 1322 | 188 | 434 | 227 | 416 | 208 | 697 | 55^ | 211 | 394 | 675 | 372 | 418 | 339 | 384 | 333 | 258 | 97 | 69^ | 94 |
| 209 99 SE 2 | C | 3.8 | .1 | 10 | 339 | 1322 | 188 | 434 | 227 | 416 | 208 | 697 | 55^ | 211 | 394 | 675 | 372 | 418 | 339 | 384 | 333 | 258 | 97 | 69^ | 94 |
| TENNESSEE VS AUBURN | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | A | 3.1 | .0 | 10 | 280 | 1378 | 189 | 450 | 231 | 439 | 238 | 603 | 52^ | 173 | 323 | 573 | 294 | 324 | 272 | 301 | 263 | 250 | 162^ | 100^ | 163^ |
| 3.00 - 3.30 | A | 3.8 | .1 | 12 | 344 | 1319 | 162 | 445 | 223 | 425 | 229 | 639 | 48^ | 178 | 327 | 616 | 304 | 348 | 279 | 323 | 290 | 268 | 131^ | 94^ | 104^ |
| 3.30 - 4.00 | A | 3.7 | .1 | 11 | 334 | 1258 | 152 | 411 | 196 | 399 | 208 | 661 | 47^ | 176 | 321 | 645 | 305 | 347 | 274 | 316 | 292 | 298 | 108^ | 85^ | 78^ |
| 4.00 - 4.30 | A | 3.2 | .0 | 9 | 289 | 1237 | 172 | 423 | 215 | 408 | 189 | 558 | 44^ | 169 | 296 | 548 | 286 | 313 | 252 | 280 | 247 | 235 | 121^ | 88^ | 135^ |
| 4.30 - 5.00 | A | 2.9 | .1 | 8 | 262 | 1296 | 183 | 497 | 242 | 468 | 203 | 554 | 19v | 136^ | 257 | 543 | 246 | 291 | 238 | 283 | 251 | 252 | 119^ | 88^ | 127^ |
| 5.00 - 5.30 | A | 2.8 | .0 | 8 | 253 | 1274 | 148^ | 471 | 212 | 458 | 186 | 581 | 13v | 102^ | 294 | 570 | 283 | 326 | 282 | 325 | 298 | 244 | 131^ | 78^ | 91^ |
| 5.30 - 6.00 | A | 2.9 | .1 | 8 | 262 | 1326 | 177^ | 517 | 253 | 506 | 223 | 556 | 35v | 128^ | 271 | 534 | 249 | 314 | 237 | 301 | 264 | 220 | 138^ | 67^ | 115^ |

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| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS COLLEGE FOOTBALL POST | A | 2.7 | .0 | 7 | 244 | 1428 | 208 | 638 | 250 | 620 | 229 | 571 | 37v | 105^ | 265 | 556 | 250 | 296 | 229 | 274 | 297 | 260 | 112^ | 56^ | 107^ |
| SAT 5.38P 22 CBS 1 | B | 2.7 | .0 | 7 | 244 | 1428 | 208 | 638 | 250 | 620 | 229 | 571 | 37v | 105^ | 265 | 556 | 250 | 296 | 229 | 274 | 297 | 260 | 112^ | 56^ | 107^ |
| 209 99 SC 1 | C | 2.7 | .0 | 7 | 244 | 1428 | 208 | 638 | 250 | 620 | 229 | 571 | 37v | 105^ | 265 | 556 | 250 | 296 | 229 | 274 | 297 | 260 | 112^ | 56^ | 107^ |
| CBS NFL TODAY | A | 5.5 | .1 | 17 | 497 | 1370 | 164 | 467 | 264 | 437 | 224 | 702 | 117 | 309 | 513 | 667 | 478 | 506 | 396 | 424 | 292 | 161 | 94 | 76^ | 108 |
| SUN 12.30P 30 CBS 2 | B | 5.8 | .1 | 18 | 520 | 1341 | 148 | 417 | 243 | 399 | 217 | 723 | 84 | 301 | 501 | 698 | 476 | 525 | 416 | 466 | 318 | 173 | 95 | 72 | 106 |
| 206 99 SC 4 | C | 6.1 | .0 | 19 | 549 | 1348 | 155 | 415 | 238 | 402 | 220 | 742 | 97 | 310 | 518 | 710 | 486 | 525 | 421 | 460 | 328 | 185 | 77 | 62 | 114 |
| CBS NFL FOOTBALL GAME 1 | A | 12.6 | .2 | 31 | 1139 | 1536 | 190 | 463 | 277 | 444 | 245 | 864 | 116 | 333 | 563 | 832 | 530 | 579 | 448 | 496 | 394 | 253 | 89 | 62 | 119 |
| SUN 1.00P 194 CBS 2 | B | 14.0 | .2 | 34 | 1268 | 1507 | 187 | 468 | 270 | 455 | 250 | 863 | 103 | 331 | 554 | 833 | 525 | 588 | 451 | 514 | 399 | 246 | 78 | 56 | 98 |
| 215 99 SE 4 | C | 13.6 | .2 | 34 | 1226 | 1481 | 182 | 454 | 252 | 442 | 236 | 845 | 98 | 312 | 540 | 815 | 510 | 565 | 441 | 497 | 393 | 250 | 81 | 57 | 101 |
| VARIOUS TEAMS AND TIMES | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | A | 10.4 | .1 | 29 | 940 | 1484 | 163 | 448 | 270 | 426 | 231 | 826 | 118 | 320 | 551 | 787 | 512 | 550 | 432 | 470 | 369 | 237 | 93 | 75 | 117 |
| 1.30 - 2.00 | A | 12.1 | .2 | 31 | 1094 | 1519 | 179 | 449 | 269 | 428 | 223 | 846 | 117 | 323 | 543 | 809 | 506 | 552 | 427 | 473 | 378 | 256 | 88 | 68 | 135 |
| 2.00 - 2.30 | A | 13.2 | .2 | 33 | 1193 | 1521 | 194 | 458 | 278 | 441 | 244 | 843 | 108 | 326 | 553 | 812 | 522 | 565 | 445 | 488 | 384 | 247 | 96 | 68 | 124 |
| 2.30 - 3.00 | A | 12.2 | .3 | 30 | 1103 | 1535 | 204 | 462 | 290 | 443 | 269 | 873 | 121 | 350 | 587 | 843 | 557 | 602 | 467 | 512 | 402 | 240 | 87 | 55 | 113 |
| 3.00 - 3.30 | A | 13.7 | .2 | 33 | 1238 | 1524 | 191 | 449 | 269 | 430 | 242 | 875 | 119 | 339 | 568 | 842 | 535 | 588 | 449 | 502 | 401 | 254 | 86 | 51 | 114 |
| 3.30 - 4.00 | A | 14.3 | .2 | 34 | 1293 | 1559 | 192 | 476 | 277 | 463 | 252 | 886 | 118 | 343 | 574 | 857 | 545 | 600 | 456 | 510 | 408 | 257 | 83 | 54 | 114 |
| 4.00 - 4.30 | A | 12.1 | .2 | 28 | 1094 | 1545 | 199 | 503 | 294 | 486 | 257 | 860 | 85 | 299 | 523 | 838 | 501 | 559 | 438 | 496 | 400 | 279 | 81 | 60 | 102 |
| CBS NFL FOOTBALL GAME 2 | A | 11.4 | .0 | 25 | 1031 | 1536 | 191 | 465 | 250 | 450 | 245 | 893 | 112 | 315 | 553 | 873 | 533 | 601 | 441 | 509 | 433 | 272 | 64 | 46 | 115 |
| SUN 4.11P 194 CBS 2 | B | 11.2 | .0 | 24 | 1008 | 1542 | 200 | 489 | 260 | 476 | 256 | 888 | 103 | 306 | 540 | 865 | 516 | 590 | 436 | 510 | 425 | 274 | 74 | 53 | 91 |
| 202 87 SE 2 | C | 11.2 | .0 | 24 | 1008 | 1542 | 200 | 489 | 260 | 476 | 256 | 888 | 103 | 306 | 540 | 865 | 516 | 590 | 436 | 510 | 425 | 274 | 74 | 53 | 91 |
| VARIOUS TEAMS AND TIMES | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 10.0 | .3 | 23 | 904 | 1562 | 202 | 474 | 266 | 466 | 265 | 888 | 113 | 323 | 576 | 862 | 550 | 609 | 463 | 522 | 440 | 253 | 69 | 49^ | 131 |
| 4.30 - 5.00 | A | 11.7 | .2 | 28 | 1058 | 1531 | 189 | 447 | 233 | 436 | 240 | 898 | 109 | 323 | 552 | 877 | 531 | 593 | 444 | 505 | 429 | 284 | 71 | 51 | 116 |
| 5.00 - 5.30 | A | 11.7 | .2 | 28 | 1058 | 1509 | 171 | 423 | 225 | 409 | 222 | 911 | 108 | 325 | 566 | 892 | 547 | 607 | 458 | 518 | 440 | 285 | 61 | 41^ | 114 |
| 5.30 - 6.00 | A | 10.9 | .2 | 25 | 985 | 1520 | 181 | 455 | 255 | 436 | 243 | 886 | 112 | 320 | 555 | 869 | 537 | 603 | 443 | 508 | 431 | 266 | 66 | 43^ | 114 |
| 6.00 - 6.30 | A | 11.2 | .2 | 24 | 1012 | 1520 | 190 | 445 | 260 | 425 | 246 | 884 | 120 | 323 | 566 | 865 | 547 | 616 | 446 | 515 | 431 | 249 | 77 | 56 | 114 |
| 6.30 - 7.00 | A | 11.7 | .1 | 24 | 1058 | 1525 | 202 | 484 | 261 | 464 | 246 | 882 | 111 | 298 | 545 | 864 | 527 | 598 | 434 | 505 | 434 | 266 | 54 | 41^ | 105 |
| 7.00 - 7.30 | A | 12.7 | .2 | 25 | 1148 | 1546 | 200 | 520 | 252 | 507 | 255 | 866 | 108 | 287 | 501 | 842 | 477 | 557 | 393 | 473 | 410 | 285 | 49 | 39^ | 111 |
| CBS NFL FOOTBALL POST 2 | A | 11.2 | .1 | 21 | 1012 | 1535 | 193 | 553 | 251 | 539 | 260 | 833 | 78 | 269 | 460 | 809 | 437 | 503 | 382 | 448 | 369 | 306 | 41^ | 31^ | 109 |
| SUN 7.25P 13 CBS 1 | B | 11.2 | .1 | 21 | 1012 | 1535 | 193 | 553 | 251 | 539 | 260 | 833 | 78 | 269 | 460 | 809 | 437 | 503 | 382 | 448 | 369 | 306 | 41^ | 31^ | 109 |
| 204 88 SC 1 | C | 11.2 | .1 | 21 | 1012 | 1535 | 193 | 553 | 251 | 539 | 260 | 833 | 78 | 269 | 460 | 809 | 437 | 503 | 382 | 448 | 369 | 306 | 41^ | 31^ | 109 |
| 7.00 - 7.30 | A | 11.4 | .1 | 22 | 1031 | 1542 | 188 | 542 | 259 | 522 | 260 | 848 | 82 | 278 | 478 | 821 | 451 | 522 | 395 | 467 | 385 | 298 | 42^ | 32^ | 110 |
| 7.30 - 8.00 | A | 11.1 | .1 | 21 | 1003 | 1528 | 196 | 559 | 245 | 548 | 260 | 821 | 76 | 263 | 448 | 801 | 428 | 490 | 373 | 435 | 357 | 310 | 40^ | 31^ | 108 |
| NBC MAJOR LEAGUE BASEBALL | A | 5.8 | .0 | 18 | 524 | 1380 | 149 | 485 | 201 | 477 | 173 | 695 | 98 | 242 | 393 | 659 | 357 | 403 | 295 | 341 | 267 | 255 | 86^ | 65^ | 114 |
| SAT 1.00P 227 NBC 2 | B | 5.4 | .0 | 16 | 487 | 1366 | 146 | 485 | 197 | 475 | 170 | 682 | 86 | 231 | 368 | 650 | 335 | 374 | 282 | 321 | 254 | 276 | 89 | 66 | 110 |
| 211 99 SE 25 | C | 5.6 | .0 | 18 | 506 | 1380 | 135 | 443 | 175 | 436 | 165 | 717 | 62 | 213 | 366 | 705 | 343 | 390 | 304 | 339 | 288 | 311 | 90 | 66 | 111 |
| NY YANKS V BSTN/OAKLND V MILWKEE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

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| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE BASEBALL-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | A | 5.1 | .1 | 16 | 461 | 1379 | 175 | 445 | 227 | 433 | 203 | 653 | 129 | 269 | 437 | 607 | 391 | 421 | 308 | 337 | 253 | 186 | 133 | 82^ | 149 |
| 1.30 - 2.00 | A | 5.4 | .0 | 16 | 488 | 1411 | 156 | 463 | 195 | 461 | 174 | 691 | 103 | 228 | 405 | 652 | 366 | 399 | 302 | 335 | 273 | 253 | 126 | 95 | 131 |
| 2.00 - 2.30 | A | 5.5 | .0 | 17 | 497 | 1345 | 145 | 431 | 179 | 431 | 163 | 724 | 102 | 247 | 423 | 684 | 384 | 422 | 322 | 360 | 286 | 262 | 90^ | 74^ | 100 |
| 2.30 - 3.00 | A | 5.5 | .0 | 17 | 497 | 1364 | 140 | 488 | 192 | 479 | 163 | 702 | 87^ | 240 | 396 | 661 | 355 | 394 | 310 | 349 | 265 | 267 | 84^ | 72^ | 89^ |
| 3.00 - 3.30 | A | 5.6 | .0 | 17 | 506 | 1403 | 166 | 526 | 205 | 517 | 176 | 704 | 98 | 249 | 380 | 666 | 342 | 401 | 281 | 340 | 269 | 266 | 55^ | 48^ | 118 |
| 3.30 - 4.00 | A | 5.9 | .0 | 18 | 533 | 1429 | 146 | 530 | 207 | 519 | 170 | 695 | 91 | 229 | 366 | 662 | 333 | 395 | 275 | 336 | 269 | 267 | 69^ | 49^ | 135 |
| 4.00 - 4.30 | A | 6.6 | .1 | 19 | 597 | 1368 | 135 | 505 | 203 | 494 | 168 | 696 | 94 | 240 | 366 | 664 | 334 | 388 | 272 | 325 | 247 | 276 | 68^ | 50^ | 99 |
| 4.30 - 5.00 | A | 7.5 | .0 | 21 | 678 | 1342 | 132 | 486 | 205 | 473 | 177 | 698 | 83 | 238 | 384 | 674 | 360 | 416 | 301 | 357 | 285 | 258 | 70 | 56^ | 87 |
| NFL LIVE | A | 6.0 | .1 | 19 | 542 | 1395 | 244 | 526 | 329 | 517 | 305 | 703 | 104 | 319 | 504 | 680 | 482 | 527 | 400 | 446 | 311 | 153 | 58^ | 42^ | 108 |
| SUN 12.30P 30 NBC 2 | B | 5.7 | .1 | 17 | 515 | 1336 | 210 | 496 | 296 | 482 | 286 | 685 | 92 | 281 | 473 | 662 | 450 | 498 | 381 | 429 | 324 | 164 | 59 | 44^ | 96 |
| 203 99 SC 4 | C | 4.8 | .0 | 15 | 436 | 1354 | 197 | 483 | 278 | 467 | 265 | 686 | 99 | 293 | 471 | 657 | 441 | 491 | 371 | 421 | 299 | 166 | 80 | 59 | 104 |
| NFL SINGLE | A | 10.6 | .2 | 26 | 958 | 1471 | 209 | 465 | 269 | 446 | 243 | 822 | 104 | 318 | 548 | 800 | 526 | 577 | 445 | 496 | 376 | 222 | 83 | 63 | 102 |
| SUN 1.00P 203 NBC 2 | B | 10.6 | .1 | 26 | 958 | 1458 | 206 | 468 | 269 | 454 | 253 | 806 | 96 | 293 | 524 | 778 | 496 | 551 | 428 | 482 | 392 | 228 | 87 | 61 | 97 |
| 210 96 SE 2 | C | 10.6 | .1 | 26 | 958 | 1458 | 206 | 468 | 269 | 454 | 253 | 806 | 96 | 293 | 524 | 778 | 496 | 551 | 428 | 482 | 392 | 228 | 87 | 61 | 97 |
| VARIOUS TEAMS AND TIMES | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | A | 8.9 | .0 | 25 | 805 | 1409 | 216 | 454 | 267 | 437 | 253 | 778 | 107 | 327 | 541 | 750 | 513 | 553 | 434 | 474 | 347 | 198 | 73 | 57^ | 104 |
| 1.30 - 2.00 | A | 10.3 | .2 | 27 | 931 | 1449 | 202 | 445 | 255 | 431 | 237 | 816 | 103 | 327 | 546 | 797 | 526 | 568 | 443 | 484 | 353 | 229 | 80 | 61 | 107 |
| 2.00 - 2.30 | A | 10.6 | .1 | 27 | 958 | 1486 | 217 | 482 | 287 | 468 | 265 | 824 | 110 | 328 | 551 | 803 | 530 | 576 | 441 | 487 | 362 | 227 | 79 | 59 | 101 |
| 2.30 - 3.00 | A | 10.8 | .1 | 27 | 976 | 1494 | 208 | 474 | 275 | 461 | 255 | 836 | 103 | 309 | 546 | 810 | 521 | 574 | 443 | 497 | 392 | 236 | 80 | 65 | 105 |
| 3.00 - 3.30 | A | 11.1 | .1 | 27 | 1003 | 1476 | 203 | 452 | 255 | 432 | 225 | 859 | 102 | 313 | 571 | 839 | 551 | 608 | 470 | 527 | 413 | 230 | 80 | 65 | 85 |
| 3.30 - 4.00 | A | 11.6 | .1 | 27 | 1049 | 1493 | 209 | 473 | 270 | 446 | 232 | 837 | 101 | 312 | 551 | 816 | 530 | 588 | 450 | 507 | 389 | 228 | 85 | 65 | 99 |
| 4.00 - 4.30 | A | 11.1 | .2 | 26 | 1003 | 1509 | 207 | 485 | 271 | 454 | 232 | 815 | 106 | 310 | 536 | 791 | 511 | 576 | 430 | 494 | 386 | 215 | 92 | 64 | 118 |
| 4.30 - 5.00 | A | 5.3 | .1 | 13 | 479 | 1532 | 248 | 513 | 308 | 473 | 264 | 797 | 127 | 310 | 520 | 762 | 485 | 550 | 393 | 459 | 381 | 211 | 117 | 74^ | 104 |
| SUMMER OLYMPICS SAT-MID(S) | A | 5.8 | .1 | 19 | 524 | 1410 | 196 | 489 | 324 | 480 | 288 | 548 | 93 | 215 | 408 | 512 | 372 | 404 | 315 | 346 | 271 | 108 | 147 | 67^ | 226 |
| SAT 12.00N 60 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | A | 5.6 | .1 | 19 | 506 | 1431 | 191 | 485 | 331 | 479 | 279 | 507 | 91^ | 210 | 392 | 469 | 354 | 374 | 301 | 322 | 244 | 94 | 173 | 79^ | 266 |
| 12.30 - 1.00 | A | 6.0 | .0 | 19 | 542 | 1390 | 201 | 493 | 318 | 481 | 297 | 586 | 95 | 220 | 423 | 552 | 389 | 431 | 328 | 369 | 296 | 121 | 122 | 56^ | 189 |
| SUMMER OLYMPICS SAT-PM(S) | A | 10.3 | .1 | 26 | 931 | 1399 | 226 | 611 | 335 | 593 | 316 | 577 | 62 | 178 | 365 | 556 | 344 | 393 | 303 | 351 | 309 | 164 | 95 | 60 | 116 |
| SAT 4.47P 133 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | A | 6.8 | .1 | 19 | 615 | 1359 | 173 | 509 | 267 | 484 | 241 | 653 | 98 | 238 | 434 | 612 | 393 | 436 | 336 | 380 | 323 | 176 | 101 | 77 | 95 |
| 5.00 - 5.30 | A | 8.5 | .1 | 24 | 768 | 1399 | 203 | 554 | 292 | 528 | 270 | 628 | 85 | 207 | 415 | 595 | 382 | 436 | 331 | 384 | 336 | 159 | 109 | 70 | 108 |
| 5.30 - 6.00 | A | 10.5 | .0 | 27 | 949 | 1398 | 209 | 590 | 326 | 571 | 303 | 584 | 60 | 173 | 369 | 560 | 346 | 397 | 309 | 361 | 315 | 163 | 99 | 58 | 125 |
| 6.00 - 6.30 | A | 11.4 | .0 | 27 | 1031 | 1406 | 224 | 627 | 351 | 611 | 330 | 565 | 50 | 171 | 357 | 549 | 341 | 388 | 307 | 354 | 304 | 161 | 89 | 53 | 125 |
| 6.30 - 7.00 | A | 12.3 | .0 | 28 | 1112 | 1406 | 270 | 679 | 375 | 666 | 365 | 530 | 51 | 155 | 316 | 520 | 306 | 353 | 266 | 313 | 286 | 167 | 88 | 58 | 109 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUMMER OLYMPICS SUN-AM(S) | A | 6.3 | .1 | 28 | 570 | 1351 | 241 | 517 | 364 | 509 | 339 | 544 | 49^ | 235 | 401 | 528 | 385 | 431 | 351 | 397 | 271 | 98 | 94 | 53^ | 197 |
| SUN 8.00A 240 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | A | 2.2 | .1 | 18 | 199 | 1187 | 241 | 498 | 304 | 495 | 333 | 412 | 27v | 149^ | 269 | 411 | 268 | 305 | 242 | 279 | 230^ | 106^ | 82^ | 70^ | 195^ |
| 8.30 - 9.00 | A | 3.8 | .1 | 23 | 344 | 1262 | 228 | 487 | 332 | 472 | 334 | 514 | 35^ | 197 | 373 | 506 | 365 | 409 | 339 | 382 | 281 | 97^ | 75^ | 60^ | 185 |
| 9.00 - 9.30 | A | 5.1 | .1 | 25 | 461 | 1303 | 223 | 501 | 326 | 493 | 319 | 547 | 45^ | 212 | 391 | 539 | 382 | 428 | 345 | 391 | 292 | 111 | 77^ | 55^ | 178 |
| 9.30 - 10.00 | A | 6.4 | .1 | 27 | 579 | 1356 | 223 | 502 | 326 | 499 | 314 | 553 | 43^ | 237 | 409 | 543 | 398 | 444 | 365 | 411 | 278 | 99 | 101 | 68^ | 201 |
| 10.00 - 10.30 | A | 7.7 | .0 | 30 | 696 | 1359 | 239 | 500 | 355 | 494 | 337 | 542 | 47^ | 251 | 409 | 521 | 389 | 430 | 363 | 404 | 257 | 91 | 90 | 47^ | 228 |
| 10.30 - 11.00 | A | 8.2 | .1 | 31 | 741 | 1372 | 240 | 534 | 381 | 525 | 349 | 549 | 45^ | 238 | 412 | 535 | 397 | 437 | 367 | 406 | 271 | 98 | 71 | 29^ | 218 |
| 11.00 - 11.30 | A | 8.2 | .1 | 29 | 741 | 1409 | 260 | 554 | 408 | 544 | 363 | 545 | 46^ | 232 | 403 | 531 | 389 | 436 | 357 | 404 | 276 | 95 | 119 | 53^ | 191 |
| 11.30 - 12.00 | A | 8.6 | .1 | 29 | 777 | 1405 | 261 | 534 | 402 | 522 | 347 | 588 | 80 | 277 | 434 | 561 | 408 | 464 | 354 | 411 | 271 | 97 | 112 | 64 | 171 |
| SUMMER OLYMPICS SUN-PM(S) | A | 10.0 | .2 | 22 | 904 | 1486 | 252 | 600 | 356 | 575 | 323 | 693 | 92 | 261 | 464 | 658 | 430 | 490 | 373 | 432 | 336 | 169 | 91 | 51^ | 102 |
| SUN 4.05P 161 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 8.3 | .3 | 19 | 750 | 1451 | 205 | 508 | 295 | 475 | 236 | 742 | 119 | 312 | 522 | 713 | 492 | 558 | 403 | 469 | 342 | 154 | 98 | 55^ | 103 |
| 4.30 - 5.00 | A | 8.8 | .2 | 21 | 796 | 1433 | 247 | 572 | 347 | 550 | 300 | 661 | 86 | 243 | 446 | 632 | 417 | 478 | 360 | 421 | 327 | 154 | 104 | 54^ | 96 |
| 5.00 - 5.30 | A | 9.7 | .1 | 23 | 877 | 1481 | 267 | 594 | 355 | 574 | 337 | 683 | 85 | 241 | 443 | 655 | 415 | 476 | 358 | 419 | 342 | 178 | 96 | 59 | 108 |
| 5.30 - 6.00 | A | 10.8 | .2 | 25 | 976 | 1505 | 248 | 597 | 356 | 570 | 335 | 724 | 96 | 265 | 487 | 681 | 444 | 511 | 392 | 459 | 366 | 170 | 85 | 50 | 99 |
| 6.00 - 6.30 | A | 11.0 | .2 | 24 | 994 | 1522 | 272 | 657 | 384 | 630 | 361 | 690 | 88 | 268 | 464 | 650 | 423 | 478 | 375 | 430 | 327 | 172 | 77 | 43^ | 97 |
| 6.30 - 7.00 | A | 12.0 | .1 | 24 | 1085 | 1475 | 248 | 642 | 352 | 622 | 330 | 653 | 74 | 240 | 416 | 624 | 386 | 430 | 342 | 385 | 304 | 193 | 80 | 41^ | 99 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | VCR RECRD % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME OTHER | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUSINESS WORLD | | A | 0.9 | .0 | 3 | 81 | 1099 | 213^ | 644 | 134v | 261^ | 642 | 197^ | 236^ | 214^ | 343^ | 407^ | 158^ | 251^ | 405^ | 249^ | 188^ | 252^ | 184^ | 92v | << |
| SUN 11.00A 30 ABC | 2 | B | 1.0 | .0 | 3 | 90 | 1186 | 234^ | 732 | 116^ | 223^ | 722 | 169^ | 244^ | 301 | 432 | 417 | 162^ | 209^ | 415 | 207^ | 179^ | 237^ | 136^ | 151^ | 14v |
| 140 73 N | 3 | C | 1.1 | .0 | 3 | 96 | 1245 | 243 | 730 | 151^ | 269 | 713 | 221 | 300 | 307 | 382 | 443 | 153^ | 235 | 430 | 222 | 200 | 257 | 182 | 152^ | 24v |
| FACE THE NATION | | A | 1.8 | .0 | 7 | 163 | 1319 | 181^ | 752 | 102^ | 270^ | 733 | 240^ | 298 | 356 | 424 | 527 | 125^ | 199^ | 526 | 198^ | 163^ | 222^ | 190^ | 268^ | 13v |
| SUN 10.30A 30 CBS | 1 | B | 1.8 | .0 | 7 | 163 | 1319 | 181^ | 752 | 102^ | 270^ | 733 | 240^ | 298 | 356 | 424 | 527 | 125^ | 199^ | 526 | 198^ | 163^ | 222^ | 190^ | 268^ | 13v |
| 110 78 CC | 1 | C | 1.8 | .0 | 7 | 163 | 1319 | 181^ | 752 | 102^ | 270^ | 733 | 240^ | 298 | 356 | 424 | 527 | 125^ | 199^ | 526 | 198^ | 163^ | 222^ | 190^ | 268^ | 13v |
| HEALTH SHOW | | A | 1.1 | .0 | 4 | 99 | 1196 | 245^ | 667 | 190^ | 263^ | 666 | 180^ | 295^ | 276^ | 289^ | 508 | 201^ | 347^ | 480 | 319^ | 271^ | 299^ | 222^ | 132^ | 14v |
| SUN 10.30A 30 ABC | 2 | B | 1.0 | .0 | 3 | 90 | 1192 | 230^ | 687 | 195^ | 265 | 671 | 178^ | 297 | 303 | 303 | 480 | 183^ | 276 | 464 | 260 | 222^ | 266 | 215^ | 160^ | << |
| 138 76 N | 3 | C | 1.1 | .0 | 4 | 96 | 1205 | 253 | 687 | 202 | 282 | 676 | 209 | 312 | 287 | 303 | 462 | 165 | 231 | 451 | 220 | 192 | 241 | 204 | 182 | 18v |
| MEET THE PRESS(B) | | A | 3.5 | .0 | 12 | 316 | 1387 | 253 | 597 | 238 | 390 | 569 | 275 | 328 | 235 | 154 | 572 | 221 | 359 | 544 | 331 | 275 | 348 | 278 | 139^ | 96^ |
| SUN 12.00N 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 122 74 CC | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUNDAY MORNING | | A | 3.5 | .0 | 13 | 316 | 1272 | 214 | 694 | 104^ | 252 | 673 | 225 | 287 | 356 | 381 | 519 | 118^ | 236 | 513 | 229 | 196 | 228 | 259 | 252 | 19v |
| SUN 9.00A 90 CBS | 1 | B | 3.5 | .0 | 13 | 316 | 1272 | 214 | 694 | 104^ | 252 | 673 | 225 | 287 | 356 | 381 | 519 | 118^ | 236 | 513 | 229 | 196 | 228 | 259 | 252 | 19v |
| 186 96 N | 1 | C | 3.5 | .0 | 13 | 316 | 1272 | 214 | 694 | 104^ | 252 | 673 | 225 | 287 | 356 | 381 | 519 | 118^ | 236 | 513 | 229 | 196 | 228 | 259 | 252 | 19v |
| 9.00 - 9.30 | | A | 3.0 | .0 | 13 | 271 | 1210 | 196 | 651 | 93^ | 220 | 629 | 195 | 258 | 334 | 368 | 512 | 98^ | 216 | 512 | 216 | 181 | 215 | 256 | 263 | 18v |
| 9.30 - 10.00 | | A | 3.8 | .0 | 14 | 344 | 1248 | 206 | 681 | 94^ | 232 | 665 | 215 | 279 | 355 | 386 | 507 | 95^ | 211 | 506 | 210 | 187 | 225 | 273 | 259 | 17v |
| 10.00 - 10.30 | | A | 3.7 | .0 | 13 | 334 | 1347 | 238 | 741 | 124^ | 298 | 716 | 260 | 318 | 375 | 385 | 538 | 158 | 277 | 520 | 260 | 217 | 242 | 247 | 236 | 21v |
| THIS WEEK-DAVID BRINKLEY | | A | 3.3 | .0 | 10 | 298 | 1258 | 168 | 684 | 93^ | 188 | 670 | 160 | 211 | 257 | 445 | 523 | 99^ | 160 | 517 | 154^ | 131^ | 174 | 197 | 320 | 17v |
| SUN 11.30A 60 ABC | 2 | B | 3.4 | .0 | 10 | 307 | 1332 | 160 | 696 | 93 | 174 | 681 | 140 | 194 | 251 | 468 | 571 | 129 | 209 | 557 | 196 | 171 | 218 | 206 | 314 | 25^ |
| 210 99 N | 3 | C | 3.3 | .0 | 10 | 301 | 1325 | 154 | 686 | 90 | 165 | 676 | 140 | 191 | 239 | 470 | 572 | 118 | 211 | 562 | 202 | 176 | 227 | 230 | 309 | 22^ |
| 11.30 - 12.00 | | A | 3.1 | .0 | 10 | 280 | 1227 | 166^ | 678 | 98^ | 189 | 659 | 154^ | 207 | 236 | 437 | 516 | 100^ | 150^ | 504 | 138^ | 117^ | 162^ | 197 | 321 | 11v |
| 12.00 - 12.30 | | A | 3.5 | .0 | 11 | 316 | 1285 | 170 | 689 | 89^ | 188 | 679 | 166 | 215 | 275 | 452 | 529 | 98^ | 169 | 529 | 169 | 143^ | 185 | 196 | 318 | 23v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

**EVE. MON. SEP. 19, 1988**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 56.5 | 57.0 | 58.0 | 60.2 | 60.6 | 62.8 | 63.8 | 64.8 | 65.5 | 65.8 | 66.4 | 65.5 | 64.2 | 62.6 | 60.8 | 57.8 |
| **ABC TV** | | | | | ←NFL MONDAY NIGHT FOOTBALL INDIANAPOLIS VS CLEVELAND (8:00-11:10)(PAE)→ | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 11,660 12.9 | 10.9 * | | 11.9 * | | 13.9 * | | 13.4 * | | 13.4 * | | 13.9 * |
| SHARE AUDIENCE % | | | | | 21 | 19 * | | 19 * | | 22 * | | 20 * | | 21 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | | | | | 10.5 | 11.3 | 11.7 | 12.2 | 13.4 | 14.4 | 14.3 | 12.5 | 13.6 | 13.2 | 13.8 | 14.1 |
| **CBS TV** | | | | | NEWHART (R) | | CAVANAUGHS | | ←CBS MONDAY MOVIE A STRANGER WAITS (R)(PAE)→ | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 11,840 13.1 | | 11,120 12.3 | | 13,920 15.4 | 14.2 * | | 15.5 * | | 15.7 * | | 16.0 * |
| SHARE AUDIENCE % | | | | | 21 | | 19 | | 24 | 22 * | | 24 * | | 25 * | | 27 * |
| AVG. AUD. BY 1/4 HR % | | | | | 12.4 | 13.8 | 12.1 | 12.5 | 13.8 | 14.6 | 15.1 | 16.0 | 15.5 | 15.8 | 16.2 | 15.8 |
| **NBC TV** | | | ←SUMMER OLYMPICS-MONDAY (7:30-12:00)(PAE)→ | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 15,190 16.8 | 12.7 * | | 15.9 * | | 18.4 * | | 18.0 * | | 18.7 * | | 18.7 * | | 18.0 * |
| SHARE AUDIENCE % | | | 29 | 23 * | | 27 * | | 30 * | | 28 * | | 29 * | | 29 * | | 29 * |
| AVG. AUD. BY 1/4 HR % | | | 12.1 | 13.2 | 15.7 | 16.2 | 17.9 | 18.8 | 17.7 | 18.4 | 19.2 | 18.2 | 18.7 | 18.8 | 18.6 | 17.5 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 13.7 | | 12.7 | | 11.5 | | 11.9 | | 11.3 | | 11.5 | | 10.5 | | 9.7 | |
| SHARE AUDIENCE % | 24 | | 21 | | 19 | | 19 | | 17 | | 17 | | 17 | | 16 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.8 | | 2.5 | | 1.9 | | 1.9 | | 1.8 | | 2.1 | | 2.3 | | 2.1 | |
| SHARE AUDIENCE % | 5 | | 4 | | 3 | | 3 | | 3 | | 3 | | 4 | | 4 | |
| **PBS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.7 | | 2.1 | | 2.2 | | 2.6 | | 2.0 | | 1.7 | | 1.2 | | 1.1 | |
| SHARE AUDIENCE % | 3 | | 4 | | 4 | | 4 | | 3 | | 3 | | 2 | | 2 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.6 | | 5.9 | | 6.2 | | 6.9 | | 7.2 | | 7.2 | | 6.5 | | 4.9 | |
| SHARE AUDIENCE % | 10 | | 10 | | 10 | | 11 | | 11 | | 11 | | 10 | | 8 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.0 | | 2.4 | | 3.3 | | 4.2 | | 4.6 | | 3.8 | | 4.1 | | 4.1 | |
| SHARE AUDIENCE % | 4 | | 4 | | 5 | | 7 | | 7 | | 6 | | 6 | | 7 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. TUE. SEP. 20, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 53.1 | 55.2 | 56.8 | 58.7 | 59.0 | 60.9 | 62.3 | 64.4 | 64.5 | 64.8 | 64.4 | 63.2 | 61.4 | 59.9 | 58.5 | 55.1 |
| **ABC TV** | | | | | GROWING PAINS-TUE (R) | | HEAD OF THE CLASS-TUE (R) | | ← ABC MOVIE SPEC. THE MAN WITH ONE RED SHOE (PAE) → | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 13,110 | | 13,830 | | 10,940 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.5 | | 15.3 | | 12.1 | 12.4 * | | 12.6 * | | 12.2 * | | 11.4 * |
| SHARE AUDIENCE % | | | | | 24 | | 24 | | 20 | 19 * | | 20 * | | 20 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | | | | | 13.9 | 15.2 | 14.8 | 15.9 | 12.6 | 12.2 | 12.5 | 12.6 | 12.5 | 12.0 | 11.7 | 11.1 |
| **CBS TV** | | | | | B BUNNY:ALL AMERICAN HERO (R) | | ← CBS TUESDAY MOVIE WHITE NIGHTS (PAE) → | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 8,320 | | 7,680 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.2 | | 8.5 | 8.4 * | | 8.8 * | | 8.9 * | | 8.1 * | | 8.2 * |
| SHARE AUDIENCE % | | | | | 15 | | 14 | 13 * | | 14 * | | 14 * | | 13 * | | 14 * |
| AVG. AUD. BY 1/4 HR % | | | | | 9.0 | 9.5 | 8.3 | 8.4 | 8.8 | 8.9 | 9.3 | 8.4 | 8.1 | 8.1 | 8.3 | 8.1 |
| **NBC TV** | | | ← SUMMER OLYMPICS-TUESDAY (7:30-12:03)(PAE) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | 15,280 | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 16.9 | 11.4 * | | 14.3 * | | 15.8 * | | 18.4 * | | 19.6 * | | 20.4 * | | 20.9 * |
| SHARE AUDIENCE % | | | 30 | 22 * | | 25 * | | 26 * | | 30 * | | 31 * | | 34 * | | 35 * |
| AVG. AUD. BY 1/4 HR % | | | 11.4 | 11.5 | 13.8 | 14.8 | 15.5 | 16.1 | 18.3 | 18.5 | 19.3 | 19.9 | 20.5 | 20.2 | 21.4 | 20.5 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 13.5 | | 12.8 | | 11.6 | | 12.4 | | 12.9 | | 12.7 | | 11.7 | | 11.2 | |
| SHARE AUDIENCE % | 25 | | 22 | | 19 | | 20 | | 20 | | 20 | | 19 | | 20 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 2.7 | | 2.7 | | 2.6 | | 2.8 | | 3.1 | | 3.3 | | 3.0 | | 3.0 | |
| SHARE AUDIENCE % | 5 | | 5 | | 4 | | 4 | | 5 | | 5 | | 5 | | 5 | |
| **PBS** AVERAGE AUDIENCE | 1.4 | | 2.1 | | 2.4 | | 2.5 | | 2.6 | | 2.5 | | 1.9 | | 1.5 | |
| SHARE AUDIENCE % | 3 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | | 3 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.5 | | 6.1 | | 6.9 | | 7.9 | | 8.7 | | 9.0 | | 7.8 | | 6.4 | |
| SHARE AUDIENCE % | 10 | | 11 | | 12 | | 12 | | 13 | | 14 | | 13 | | 11 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 1.8 | | 2.2 | | 2.6 | | 3.4 | | 4.1 | | 3.2 | | 3.6 | | 3.5 | |
| SHARE AUDIENCE % | 3 | | 4 | | 4 | | 5 | | 6 | | 5 | | 6 | | 6 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.WED. SEP.21, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 52.9 | 54.3 | 54.8 | 56.9 | 56.8 | 58.8 | 60.3 | 62.2 | 62.3 | 62.5 | 63.4 | 63.6 | 61.4 | 59.9 | 57.5 | 54.5 |

### ABC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | GROWING PAINS (R) | | HEAD OF THE CLASS (R) | | ← BEST OF SCTV (PAE) → | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 12,380<br>13.7 | | 12,200<br>13.5 | | 7,140<br>7.9 | 10.0 * | | 8.1 * | | 7.1 * | | 6.4 * |
| SHARE AUDIENCE % | | | | | 24 | | 22 | | 13 | 16 * | | 13 * | | 12 * | | 11 * |
| AVG. AUD. BY 1/4 HR % | | | | | 13.0 | 14.5 | 13.1 | 13.9 | 10.5 | 9.4 | 8.2 | 8.0 | 7.2 | 6.9 | 6.4 | 6.5 |

### CBS TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | <LIVE! DICK CLARK PRESENTS> | | | | ← EQUALIZER (R)(PAE) → | | | | ← WISEGUY (R) → | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 7,410<br>8.2 | 7.6 * | | 8.7 * | 10,580<br>11.7 | 10.8 * | | 12.6 * | 9,940<br>11.0 | 10.9 * | | 11.1 * |
| SHARE AUDIENCE % | | | | | 14 | 13 * | | 14 * | 19 | 17 * | | 20 * | 19 | 18 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | | | | | 7.8 | 7.5 | 8.6 | 8.9 | 10.2 | 11.4 | 12.5 | 12.8 | 11.0 | 10.7 | 10.8 | 11.5 |

### NBC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | ← SUMMER OLYMPICS-WEDNESDAY (7:30-12:00)(PAE) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 16,360<br>18.1 | 12.2 * | | 14.1 * | | 16.2 * | | 18.2 * | | 21.1 * | | 23.6 * | | 22.5 * |
| SHARE AUDIENCE % | | | 32 | 24 * | | 26 * | | 28 * | | 30 * | | 34 * | | 39 * | | 39 * |
| AVG. AUD. BY 1/4 HR % | | | 12.1 | 12.4 | 14.0 | 14.3 | 16.0 | 16.4 | 17.8 | 18.5 | 21.3 | 20.8 | 23.2 | 23.9 | 23.8 | 21.2 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | |
| AVERAGE AUDIENCE | 12.7 | 12.1 | 11.7 | 11.8 | 12.7 | 12.7 | 12.0 | 10.2 |
| SHARE AUDIENCE % | 24 | 22 | 20 | 19 | 20 | 20 | 20 | 18 |
| **SUPERSTATIONS** | | | | | | | | |
| AVERAGE AUDIENCE | 3.1 | 3.0 | 3.2 | 3.0 | 3.6 | 3.7 | 3.8 | 2.8 |
| SHARE AUDIENCE % | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 5 |
| **PBS** | | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | 1.6 | 1.4 | 1.3 | 1.4 | 1.5 | 1.4 | 1.3 |
| SHARE AUDIENCE % | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| **CABLE ORIG.** | | | | | | | | |
| AVERAGE AUDIENCE | 5.0 | 6.3 | 7.2 | 7.7 | 8.9 | 8.4 | 7.0 | 6.2 |
| SHARE AUDIENCE % | 9 | 11 | 12 | 13 | 14 | 13 | 12 | 11 |
| **PAY SERVICES** | | | | | | | | |
| AVERAGE AUDIENCE | 2.4 | 2.6 | 3.0 | 3.5 | 4.2 | 3.6 | 3.7 | 3.4 |
| SHARE AUDIENCE % | 4 | 5 | 5 | 6 | 7 | 6 | 6 | 6 |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.THU. SEP.22, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 52.5 | 54.4 | 56.0 | 58.1 | 58.2 | 60.1 | 61.2 | 62.8 | 63.0 | 63.4 | 63.7 | 63.9 | 62.0 | 61.0 | 59.7 | 57.0 |
| **ABC TV** | | | | | GROWING PAINS-THUR (R) | | | | ABC THURSDAY NIGHT MOVIE ALL OF ME (R)(PAE) | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 12,570<br>13.9 | 12.7 * | | 15.1 * | 9,850<br>10.9 | 11.2 * | | 11.2 * | | 10.7 * | | 10.4 * |
| SHARE AUDIENCE % | | | | | 23 | 22 * | | 24 * | 18 | 18 * | | 18 * | | 17 * | | 18 * |
| AVG. AUD. BY 1/4 HR % | | | | | 11.7 | 13.7 | 14.9 | 15.3 | 11.3 | 11.0 | 11.3 | 11.0 | 10.8 | 10.5 | 10.6 | 10.3 |
| **CBS TV** | | | | | 48 HOURS HARD SELL | | | | CBS THURSDAY MOVIE KIDS LIKE THESE (R)(PAE) | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 6,780<br>7.5 | 7.9 * | | 7.1 * | 8,410<br>9.3 | 8.2 * | | 9.2 * | | 9.9 * | | 9.9 * |
| SHARE AUDIENCE % | | | | | 12 | 13 * | | 11 * | 15 | 13 * | | 14 * | | 16 * | | 17 * |
| AVG. AUD. BY 1/4 HR % | | | | | 8.3 | 7.6 | 7.2 | 7.0 | 7.9 | 8.6 | 9.1 | 9.4 | 9.9 | 9.8 | 10.1 | 9.8 |
| **NBC TV** | | | SUMMER OLYMPICS-THURSDAY (7:30-12:12)(PAE) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 18,170<br>20.1 | 12.4 * | | 15.6 * | | 17.8 * | | 21.5 * | | 23.6 * | | 23.6 * | | 23.4 * |
| SHARE AUDIENCE % | | | 36 | 24 * | | 28 * | | 30 * | | 35 * | | 38 * | | 38 * | | 39 * |
| AVG. AUD. BY 1/4 HR % | | | 12.0 | 12.9 | 15.3 | 15.9 | 16.9 | 18.6 | 21.1 | 21.9 | 22.9 | 24.4 | 23.6 | 23.7 | 23.5 | 23.3 |
| **INDEPENDENTS** (INCL. SUPERSTATIONS) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 13.5 | | 12.9 | | 12.3 | | 11.5 | | 11.2 | | 11.6 | | 11.0 | | 9.4 | |
| SHARE AUDIENCE % | 25 | | 23 | | 21 | | 19 | | 18 | | 18 | | 18 | | 16 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.6 | | 3.2 | | 3.3 | | 2.7 | | 2.8 | | 2.9 | | 3.0 | | 2.4 | |
| SHARE AUDIENCE % | 7 | | 6 | | 6 | | 4 | | 4 | | 5 | | 5 | | 4 | |
| **PBS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.5 | | 1.9 | | 2.1 | | 2.0 | | 1.9 | | 1.5 | | 1.5 | | 1.3 | |
| SHARE AUDIENCE % | 3 | | 3 | | 4 | | 3 | | 3 | | 2 | | 2 | | 2 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.0 | | 5.8 | | 6.2 | | 6.6 | | 7.7 | | 7.4 | | 6.2 | | 5.5 | |
| SHARE AUDIENCE % | 9 | | 10 | | 10 | | 11 | | 12 | | 12 | | 10 | | 9 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.3 | | 2.8 | | 3.3 | | 3.9 | | 4.5 | | 3.6 | | 3.3 | | 3.1 | |
| SHARE AUDIENCE % | 4 | | 5 | | 6 | | 6 | | 7 | | 6 | | 5 | | 5 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. FRI. SEP. 23, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 48.2 | 49.7 | 50.5 | 52.4 | 52.2 | 54.0 | 55.4 | 56.5 | 56.7 | 57.5 | 58.2 | 58.5 | 58.4 | 57.7 | 56.1 | 54.8 |
| **ABC TV** | | | | | PERFECT STRANGERS (R) | | FULL HOUSE (R) | | MR. BELVEDERE (R) | | JUST THE TEN OF US (R)(PAE) | | ←20/20→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 9,040 | | 10,120 | | 8,950 | | 8,680 | | 8,770 | | | |
| | | | | | 10.0 | | 11.2 | | 9.9 | | 9.6 | | 9.7 | 9.7 * | | 9.8 * |
| SHARE AUDIENCE % | | | | | 19 | | 20 | | 17 | | 16 | | 17 | 17 * | | 18 * |
| AVG. AUD. BY 1/4 HR % | | | | | 9.3 | 10.6 | 10.8 | 11.6 | 9.8 | 10.1 | 9.6 | 9.5 | 9.5 | 9.9 | 10.2 | 9.4 |
| **CBS TV** | | | | | ←BEAUTY & THE BEAST (R)→ | | | | ←CBS FRIDAY MOVIE STILLWATCH (R)(PAE)→ | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 6,330 | | | | 8,680 | | | | | | | |
| | | | | | 7.0 | 6.9 * | | 7.1 * | 9.6 | 8.6 * | | 9.2 * | | 10.0 * | | 10.6 * |
| SHARE AUDIENCE % | | | | | 13 | 13 * | | 13 * | 17 | 15 * | | 16 * | | 17 * | | 19 * |
| AVG. AUD. BY 1/4 HR % | | | | | 6.9 | 6.9 | 6.9 | 7.2 | 8.4 | 8.7 | 9.0 | 9.3 | 9.9 | 10.2 | 10.8 | 10.5 |
| **NBC TV** | | | ←SUMMER OLYMPICS-FRIDAY (7:30-12:00)(PAE)→ | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 17,630 | | | | | | | | | | | | | |
| | | | 19.5 | 12.5 * | | 15.8 * | | 18.1 * | | 19.7 * | | 22.0 * | | 23.3 * | | 21.7 * |
| SHARE AUDIENCE % | | | 37 | 26 * | | 31 * | | 34 * | | 35 * | | 38 * | | 41 * | | 39 * |
| AVG. AUD. BY 1/4 HR % | | | 11.9 | 13.1 | 15.4 | 16.2 | 17.9 | 18.4 | 19.4 | 19.9 | 21.8 | 22.2 | 24.1 | 22.5 | 21.6 | 21.8 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 11.4 | | 11.0 | | 10.2 | | 10.2 | | 10.3 | | 10.6 | | 9.4 | | 8.5 | |
| SHARE AUDIENCE % | 23 | | 21 | | 19 | | 18 | | 18 | | 18 | | 16 | | 15 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.5 | | 2.2 | | 2.0 | | 2.1 | | 2.1 | | 2.5 | | 2.1 | | 1.8 | |
| SHARE AUDIENCE % | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | | 3 | |
| **PBS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | | 2.0 | | 2.2 | | 1.9 | | 1.4 | | 1.2 | | 1.1 | | 0.9 | |
| SHARE AUDIENCE % | 3 | | 4 | | 4 | | 3 | | 2 | | 2 | | 2 | | 2 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.4 | | 5.8 | | 5.9 | | 5.8 | | 6.5 | | 6.3 | | 5.7 | | 5.4 | |
| SHARE AUDIENCE % | 11 | | 11 | | 11 | | 10 | | 11 | | 11 | | 10 | | 10 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.6 | | 2.3 | | 3.0 | | 3.1 | | 3.2 | | 3.1 | | 3.0 | | 2.8 | |
| SHARE AUDIENCE % | 3 | | 4 | | 6 | | 6 | | 6 | | 5 | | 5 | | 5 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. SEP.24, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 45.5 | 46.3 | 46.8 | 48.7 | 51.7 | 53.0 | 53.7 | 54.6 | 54.8 | 55.3 | 55.8 | 55.7 | 54.5 | 53.4 | 52.3 | 50.5 | 48.4 | 46.2 |
| **ABC TV** | | (1) | | | WHO'S THE BOSS?-SAT. (R) | | PERFECT STRANGERS-SAT. (R) | | RODNEY DANGERFIELD SPEC. (R)(PAE) | | | | GARRY SHANDLING-LAS VEGAS | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 8,230 | | 8,680 | | 7,680 | | | | 5,970 | | | | | |
| AVERAGE AUDIENCE (%) | | 3.1 * | | | 9.1 | | 9.6 | | 8.5 | 8.9 * | | 8.0 * | 6.6 | 6.8 * | | 6.5 * | | |
| SHARE AUDIENCE % | | 7 * | | | 17 | | 18 | | 15 | 16 * | | 14 * | 13 | 13 * | | 13 * | | |
| AVG. AUD. BY 1/4 HR % | 3.2 | 3.0 | | | 8.4 | 9.8 | 9.2 | 9.9 | 8.8 | 8.9 | 8.2 | 7.8 | 6.9 | 6.6 | 6.6 | 6.3 | | |
| **CBS TV** | | | | | FIRST IMPRESSIONS | | FRANK'S PLACE (R) | | BODYWATCHING (PAE) | | | | WEST 57TH | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 4,160 | | 3,980 | | 5,420 | | | | 4,700 | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 4.6 | | 4.4 | | 6.0 | 6.0 * | | 6.0 * | 5.2 | 5.5 * | | 5.0 * | | |
| SHARE AUDIENCE % | | | | | 9 | | 8 | | 11 | 11 * | | 11 * | 10 | 10 * | | 10 * | | |
| AVG. AUD. BY 1/4 HR % | | | | | 5.2 | 4.1 | 4.2 | 4.6 | 6.1 | 5.9 | 6.2 | 5.7 | 5.6 | 5.3 | 5.0 | 5.0 | | |
| **NBC TV** | | | SUMMER OLYMPICS SATURDAY (7:30-12:00) | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | 17,720 | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 19.6 | 13.9 * | | 16.8 * | | 17.7 * | | 19.7 * | | 21.7 * | | 23.3 * | | 23.3 * | | 19.8 * |
| SHARE AUDIENCE % | | | 38 | 29 * | | 33 * | | 34 * | | 36 * | | 39 * | | 43 * | | 45 * | | 40 * |
| AVG. AUD. BY 1/4 HR % | | | 13.1 | 14.7 | 16.6 | 17.0 | 17.5 | 17.9 | 19.5 | 19.9 | 21.1 | 22.3 | 23.5 | 23.0 | 23.8 | 22.7 | 20.2 | 19.5 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 10.9 | 11.3 | 10.3 | 10.6 | 10.7 | 10.5 | 9.7 | 8.2 | 7.5 |
| SHARE AUDIENCE % | 24 | 24 | 20 | 20 | 19 | 19 | 18 | 16 | 16 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 2.6 | 2.4 | 1.8 | 2.0 | 2.0 | 2.0 | 2.3 | 1.3 | 1.4 |
| SHARE AUDIENCE % | 6 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |
| **PBS** AVERAGE AUDIENCE | 2.0 | 2.4 | 2.5 | 2.6 | 2.3 | 2.3 | 1.9 | 1.7 | 1.4 |
| SHARE AUDIENCE % | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 7.0 | 6.7 | 6.5 | 6.6 | 6.6 | 6.9 | 6.4 | 6.5 | 5.3 |
| SHARE AUDIENCE % | 15 | 14 | 12 | 12 | 12 | 12 | 12 | 13 | 11 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.5 | 2.9 | 4.0 | 4.7 | 4.9 | 4.6 | 4.2 | 4.4 | 4.0 |
| SHARE AUDIENCE % | 5 | 6 | 8 | 9 | 9 | 8 | 8 | 9 | 8 |

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FTBALL GAME,OKLAHOMA VS USC,LSU VS OHIO STATE,(PAE),ABC,(MULTI SEGMENT)

For explanation of symbols, See page B.

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 42.7 | 39.9 | 34.6 | 31.3 | 28.2 | 26.7 | 24.0 | 22.4 | 19.6 | 17.9 | 15.9 | 14.3 | 12.4 | 11.5 |
| **ABC TV** | | (1) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | 1,270<br>1.4 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 4 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 1.4 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | | | | |
| **NBC TV** | | SUMMER OLYMPICS SATURDAY (7:30-12:00) | | | | ← SUMMER OLYMPICS SAT-LATE → | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | 20.3 * | | | 9,670<br>10.7 | 12.6 * | | 12.2 * | | 10.1 * | | 7.9 * | | |
| SHARE AUDIENCE | % | | 45 * | | | 39 | 38 * | | 41 * | | 40 * | | 39 * | | |
| AVG. AUD. BY 1/4 HR | % | 20.6 | 20.0 | | | 12.4 | 12.8 | 12.2 | 12.2 | 10.4 | 9.9 | 8.6 | 7.2 | | |
| **INDEPENDENTS** (INCL. SUPERSTATIONS) | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 7.0 | | 6.3 | | 5.6 | | 4.1 | | 3.3 | | 2.6 | | 2.4 | |
| SHARE AUDIENCE % | | 17 | | 19 | | 20 | | 18 | | 18 | | 17 | | 20 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.5 | | 1.7 | | 1.5 | | 1.1 | | 0.8 | | 0.6 | | 0.6 | |
| SHARE AUDIENCE % | | 4 | | 5 | | 5 | | 5 | | 4 | | 4 | | 5 | |
| **PBS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.4 | | 1.0 | | 0.6 | | 0.3 ^ | | 0.3 ^ | | 0.2 ^ | | 0.2 ^ | |
| SHARE AUDIENCE % | | 3 | | 3 | | 2 | | 1 ^ | | 2 ^ | | 1 ^ | | 2 ^ | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 5.2 | | 4.8 | | 4.0 | | 3.3 | | 2.6 | | 2.0 | | 1.8 | |
| SHARE AUDIENCE % | | 13 | | 15 | | 15 | | 14 | | 14 | | 13 | | 15 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 3.8 | | 3.4 | | 2.6 | | 2.3 | | 2.3 | | 2.3 | | 2.2 | |
| SHARE AUDIENCE % | | 9 | | 10 | | 9 | | 10 | | 12 | | 15 | | 18 | |

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.25, 1988

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 53.1 | 54.6 | 55.8 | 58.6 | 61.7 | 64.3 | 65.8 | 66.8 | 66.3 | 66.4 | 65.7 | 63.6 | 60.1 | 59.1 | 56.6 | 55.1 | 51.0 | 45.5 |
| **ABC TV** | | MR. BELVEDERE-SUN (R) | | CADETS | ←'88 VOTE:PRES. DEBATES (SUS)→ | | | | | | | '88 DEBATE ANALYSIS (PAE) | | WHO'S THE BOSS?-SUN (R) | | PERFECT STRANGERS-SUN (R) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 7,590<br>8.4 | | 7,500<br>8.3 | | | | | | | | 8,950<br>9.9 | | 8,860<br>9.8 | | 8,140<br>9.0 | | | |
| SHARE AUDIENCE | % | 15 | | 15 | | | | | | | | 15 | | 16 | | 15 | | | |
| AVG. AUD. BY 1/4 HR | % | 7.8 | 9.0 | 8.3 | 8.3 | | | | | | | 9.9 | 9.9 | 9.2 | 10.4 | 8.7 | 9.4 | | |
| **CBS TV** | | (1) | (2) | 60 MINUTES (7:38-8:00)(PAE) | ←CAMPAIGN '88:DEBATE (SUS)→ | | | | | | | CAMPAIGN '88:DEBATE-ANAL. | | ←MURDER, SHE WROTE (R)→ | | | | CBS SUNDAY NEWS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 10,120<br>11.2 | 12,290<br>13.6 | | | | | | | | 10,940<br>12.1 | | 11,840<br>13.1 | 12.5 * | | 13.7 * | 2,620<br>2.9 | |
| SHARE AUDIENCE | % | | 21 | 24 | | | | | | | | 19 | | 22 | 20 * | | 23 * | 6 | |
| AVG. AUD. BY 1/4 HR | % | 13.3 | 11.4 | 12.9 | 13.9 | | | | | | | 13.0 | 11.2 | 12.1 | 12.9 | 13.7 | 13.8 | 2.9 | |
| **NBC TV** | | | | (3) | ←PRESIDENTIAL DEBATE (SUS) (7:59-9:37)(PAE)→ | | | | | | | ← | | SUMMER OLYMPICS SUNDAY-2 (9:37-12:00)(PAE) | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 12,480<br>13.8 | | | | | | | | 16,630<br>18.4 | 17.0 * | | 19.4 * | | 19.4 * | | 18.6 * |
| SHARE AUDIENCE | % | | | 26 | | | | | | | | 33 | 27 * | | 32 * | | 33 * | | 36 * |
| AVG. AUD. BY 1/4 HR | % | | | 13.3 | | | | | | | | 15.7 | 17.8 | 19.8 | 19.0 | 19.4 | 19.4 | 19.4 | 17.7 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | |
| AVERAGE AUDIENCE | 11.6 | 13.4 | 16.9 | 17.3 | 15.9 | 14.9 | 11.4 | 8.6 | 6.6 |
| SHARE AUDIENCE % | 22 | 23 | 27 | 26 | 24 | 23 | 19 | 15 | 14 |
| **SUPERSTATIONS** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.3 | 2.7 | 3.3 | 3.4 | 3.5 | 3.7 | 2.9 | 2.3 | 2.2 |
| SHARE AUDIENCE % | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 4 | 5 |
| **PBS** | | | | | | | | | |
| AVERAGE AUDIENCE | 1.8 | 2.0 | 2.6 | 2.9 | 2.4 | 2.5 | 1.6 | 1.2 | 1.0 |
| SHARE AUDIENCE % | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 |
| **CABLE ORIG.** | | | | | | | | | |
| AVERAGE AUDIENCE | 5.8 | 5.9 | 5.9 | 6.3 | 6.1 | 6.3 | 6.2 | 5.2 | 3.4 |
| SHARE AUDIENCE % | 11 | 10 | 9 | 10 | 9 | 10 | 10 | 9 | 7 |
| **PAY SERVICES** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.7 | 3.3 | 5.2 | 6.2 | 7.5 | 7.1 | 5.2 | 4.9 | 4.2 |
| SHARE AUDIENCE % | 5 | 6 | 8 | 9 | 11 | 11 | 9 | 9 | 9 |

U.S. TV HOUSEHOLDS: 90,400,000

(1) CBS NFL FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) CBS NFL FOOTBALL POST 2,(PAE),CBS,(7:25-7:38)
(3) SUMMER OLYMPICS SUNDAY-1,(PAE),NBC,(7:30-7:59),(S)

For explanation of symbols, See page B.

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 39.2 | 34.4 | 28.0 | 24.4 | 21.7 | 19.5 | 17.3 | 15.6 | 14.1 | 13.0 | 11.8 | 10.8 | 9.7 | 8.7 |
| **ABC TV** | | (1) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 1,720 | | | | | | | | | | | | | |
| | | 1.9 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 8 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 1.9 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | | | | |
| **NBC TV** | | (2) | | ← SUMMER OLYMPICS SUN-LATE → | | | | | | | | | | (3) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | 7,140 | | | | | | | | 5,150 | |
| | | | 17.2 * | | | 7.9 | 9.7 * | | 8.1 * | | 7.4 * | | 6.4 * | 5.7 | 5.8 * |
| SHARE AUDIENCE | % | | 40 * | | | 35 | 33 * | | 34 * | | 36 * | | 38 * | 43 | 42 * |
| AVG. AUD. BY 1/4 HR | % | 18.2 | 16.1 | | | 10.5 | 9.0 | 8.2 | 7.9 | 7.7 | 7.1 | 6.7 | 6.0 | 6.0 | 5.7 |

| | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2:30 |
|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | |
| AVERAGE AUDIENCE | 5.3 | 4.3 | 3.1 | 2.5 | 1.9 | 1.6 | 1.6 |
| SHARE AUDIENCE % | 14 | 16 | 15 | 15 | 14 | 14 | 17 |
| **SUPERSTATIONS** | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | 1.0 | 1.0 | 0.9 | 0.6 | 0.6 | 0.7 |
| SHARE AUDIENCE % | 4 | 4 | 5 | 5 | 4 | 5 | 8 |
| **PBS** | | | | | | | |
| AVERAGE AUDIENCE | 1.0 | 0.7 | 0.5 | 0.3 ^ | 0.3 ^ | 0.2 ^ | 0.1 ^ |
| SHARE AUDIENCE % | 3 | 3 | 2 | 2 ^ | 2 ^ | 2 ^ | 1 ^ |
| **CABLE ORIG.** | | | | | | | |
| AVERAGE AUDIENCE | 3.4 | 2.7 | 2.2 | 1.8 | 1.5 | 1.2 | 0.9 |
| SHARE AUDIENCE % | 9 | 10 | 11 | 11 | 11 | 11 | 10 |
| **PAY SERVICES** | | | | | | | |
| AVERAGE AUDIENCE | 4.0 | 2.6 | 2.4 | 2.1 | 1.8 | 1.8 | 1.5 |
| SHARE AUDIENCE % | 11 | 10 | 12 | 13 | 13 | 16 | 16 |

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
(2) SUMMER OLYMPICS SUNDAY-2,(PAE),NBC,(9:37-12:00),(S)
(3) SUMMER OLYMPICS SUN-LT 2,(PAE),NBC,(2:30-3:09),(S)

For explanation of symbols, See page B.

| TIME | | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 8.6 | 10.3 | 12.7 | 15.3 | 18.1 | 20.2 | 21.1 | 21.3 | 21.3 | 21.4 | 21.4 | 21.3 | 21.1 | 21.6 | 21.5 | 21.5 | 20.9 | 20.8 |
| **ABC TV** | | (PAE) | (1) | (PAE) | (2) | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE) | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 1,280 | | 2,280 | | | 3,670 | | | | 3,600 | | | | | | | |
| | | | 1.4 | | 2.5 | | | 4.1 | | | | 4.0 | | | | | | | |
| SHARE AUDIENCE | % | | 14 | | 16 | | | 19 | | | | 19 | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | 1.4 | | 2.5 | | | 4.0 | 4.1 | | | 4.1 | 3.9 | | | | | | |
| **CBS TV** | | | | CBS MORNING NEWS- 6:30AM | | CBS THIS MORNING-A (SUS) | | CBS THIS MORNING-1 | | CBS THIS MORNING-B (SUS) | | CBS THIS MORNING-2 | | | | | | FAMILY FEUD | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 890 | | | | 2,130 | | | | 2,150 | | | | | | 2,460 | |
| | | | | 1.0 | | | | 2.4 | | | | 2.4 | | | | | | 2.7 | |
| SHARE AUDIENCE | % | | | 9 | | | | 11 | | | | 11 | | | | | | 13 | |
| AVG. AUD. BY 1/4 HR | % | | | 0.9 | 1.1 | | | 2.4 | 2.4 | | | 2.3 | 2.4 | | | | | 2.6 | 2.9 |
| **NBC TV** | | NBC NEWS AT SUNRISE | | | | (PAE) | | | | | | | | | | | | (PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 1,660 | | | | | | | | | | | | | | | | | |
| | | 1.8 | | | | | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 24 | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 1.6 | 2.1 | | | | | | | | | | | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.6 | | 3.0 | | 5.4 | | 6.1 | | 5.8 | | 5.3 | | 4.7 | | 4.6 | | 4.8 | |
| SHARE AUDIENCE % | | 17 | | 22 | | 28 | | 29 | | 27 | | 25 | | 22 | | 21 | | 23 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.7 | | 1.4 | | 2.0 | | 2.2 | | 1.9 | | 1.9 | | 1.8 | | 1.8 | | 1.7 | |
| SHARE AUDIENCE % | | 8 | | 10 | | 11 | | 10 | | 9 | | 9 | | 8 | | 8 | | 8 | |
| **PBS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | << | | 0.1 | | 0.3 | | 0.6 | | 0.9 | | 1.2 | | 1.3 | | 1.2 | | 1.0 | |
| SHARE AUDIENCE % | | << | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 6 | | 5 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.4 | | 1.7 | | 2.1 | | 2.1 | | 2.0 | | 1.8 | | 2.0 | | 2.2 | | 2.2 | |
| SHARE AUDIENCE % | | 15 | | 12 | | 11 | | 10 | | 9 | | 9 | | 9 | | 10 | | 11 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.7 | | 0.7 | | 0.9 | | 0.9 | | 0.8 | | 0.9 | | 1.0 | | 1.0 | | 1.0 | |
| SHARE AUDIENCE % | | 8 | | 5 | | 5 | | 4 | | 4 | | 4 | | 5 | | 4 | | 5 | |

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. SEP.19-23,1988

| TIME | 10:30 | 10:45 | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 20.9 | 20.9 | 20.8 | 21.4 | 21.6 | 22.5 | 23.8 | 25.0 | 25.6 | 26.5 | 27.9 | 28.6 | 28.4 | 28.6 | 27.9 | 28.2 | 28.1 | 28.6 |
| **ABC TV** | | | (PAE) | | HOME | | RYAN'S HOPE | | LOVING | | ←ALL MY CHILDREN→ | | | | ←ONE LIFE TO LIVE→ (PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 2,280<br>2.5 | | 1,750<br>1.9 | | 3,130<br>3.5 | | 6,220<br>6.9 | 6.4 * | | 7.4 * | 6,870<br>7.6 | 7.4 * | | 7.7 * |
| SHARE AUDIENCE % | | | | | 11 | | 8 | | 13 | | 24 | 23 * | | 26 * | 27 | 26 * | | 27 * |
| AVG. AUD. BY 1/4 HR % | | | | | 2.5 | 2.5 | 1.9 | 2.0 | 3.3 | 3.5 | 6.0 | 6.8 | 7.3 | 7.4 | 7.3 | 7.5 | 7.6 | 7.8 |
| **CBS TV** | NEW CARD SHARKS | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (PAE) | | | | ←YOUNG AND THE RESTLESS→ | | | | BOLD AND THE BEAUTIFUL | | ←AS THE WORLD TURNS→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 2,400<br>2.7 | | 4,340<br>4.8 | | 5,480<br>6.1 | | | | 6,850<br>7.6 | 7.4 * | | 7.8 * | 4,720<br>5.2 | | 5,700<br>6.3 | 6.3 * | | 6.3 * |
| SHARE AUDIENCE % | 13 | | 23 | | 27 | | | | 29 | 30 * | | 29 * | 18 | | 22 | 22 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | 2.5 | 2.7 | 4.5 | 5.1 | 5.8 | 6.3 | | | 7.2 | 7.6 | 7.8 | 7.7 | 5.2 | 5.2 | 6.2 | 6.4 | 6.4 | 6.3 |
| **NBC TV** | CLASSIC CONCENTRATION | | WHEEL OF FORTUNE (PAE) | | WIN, LOSE OR DRAW | | SUPER PASSWORD (PAE) | | SCRABBLE | | ←DAYS OF OUR LIVES→ (PAE) | | | | ←ANOTHER WORLD→ (PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 2,600<br>2.9 | | 3,800<br>4.2 | | 3,450<br>3.8 | | 2,730<br>3.0 | | 3,540<br>3.9 | | 5,460<br>6.0 | 5.9 * | | 6.1 * | 4,010<br>4.4 | 4.4 * | | 4.4 * |
| SHARE AUDIENCE % | 14 | | 20 | | 17 | | 12 | | 15 | | 21 | 21 * | | 22 * | 16 | 16 * | | 16 * |
| AVG. AUD. BY 1/4 HR % | 2.8 | 3.0 | 4.1 | 4.3 | 3.7 | 4.0 | 2.9 | 3.1 | 3.8 | 4.0 | 5.9 | 5.9 | 6.2 | 6.1 | 4.5 | 4.4 | 4.4 | 4.4 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 4.5 | | 4.4 | | 4.5 | | 4.9 | | 5.3 | | 5.1 | | 5.7 | | 5.5 | | 5.7 | |
| SHARE AUDIENCE % | 22 | | 21 | | 20 | | 20 | | 20 | | 18 | | 20 | | 20 | | 20 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.7 | | 1.7 | | 1.8 | | 1.9 | | 2.1 | | 1.7 | | 1.8 | | 1.7 | | 1.8 | |
| SHARE AUDIENCE % | 8 | | 8 | | 8 | | 8 | | 8 | | 6 | | 6 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.9 | | 0.7 | | 0.6 | | 0.7 | | 0.7 | | 0.8 | | 0.7 | | 0.6 | | 0.6 | |
| SHARE AUDIENCE % | 4 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | | 2 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.3 | | 2.3 | | 2.3 | | 2.5 | | 2.7 | | 2.9 | | 3.1 | | 3.3 | | 3.4 | |
| SHARE AUDIENCE % | 11 | | 11 | | 10 | | 10 | | 10 | | 10 | | 11 | | 12 | | 12 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.0 | | 1.0 | | 0.9 | | 0.9 | | 1.0 | | 1.1 | | 1.0 | | 0.9 | | 1.0 | |
| SHARE AUDIENCE % | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 3 | | 3 | | 4 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 19-23, 1988

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 27.9 | 28.8 | 29.2 | 29.9 | 30.4 | 32.4 | 33.8 | 35.8 | 36.9 | 38.8 | 40.0 | 41.7 | 48.1 | 49.8 | 50.9 | 51.9 |
| **ABC TV** | | ←GENERAL HOSPITAL→ | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 7,180 | | | | | | | | | | | | | | 8,820 | |
| | | 7.9 | 7.8 * | | 8.0 * | | | | | | | | | | | 9.8 | |
| SHARE AUDIENCE | % | 27 | 28 * | | 27 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY 1/4 HR | % | 7.7 | 7.9 | 8.1 | 8.0 | | | | | | | | | | | 9.6 | 9.9 |
| **CBS TV** | | ←GUIDING LIGHT (PAE)→ | | | | | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 5,030 | | | | | | | | | | | | | | 9,150 | |
| | | 5.6 | 5.5 * | | 5.7 * | | | | | | | | | | | 10.1 | |
| SHARE AUDIENCE | % | 19 | 19 * | | 19 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY 1/4 HR | % | 5.4 | 5.5 | 5.7 | 5.6 | | | | | | | | | | | 10.1 | 10.2 |
| **NBC TV** | | SANTA BARBARA (PAE) | | | | ——(PAE)—— | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3,740 | | | | | | | | | | | | | | 8,860 | |
| | | 4.1 | | | | | | | | | | | | | | 9.8 | |
| SHARE AUDIENCE | % | 15 | | | | | | | | | | | | | | 21 | |
| AVG. AUD. BY 1/4 HR | % | 4.2 | 4.1 | | | | | | | | | | | | | 9.6 | 10.0 |
| **INDEPENDENTS** (INCL. SUPERSTATIONS) AVERAGE AUDIENCE | | 6.1 | | 7.1 | | 8.2 | | 9.5 | | 10.4 | | 10.7 | | 11.8 | | 12.9 | |
| SHARE AUDIENCE % | | 22 | | 24 | | 26 | | 27 | | 27 | | 26 | | 24 | | 25 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | | 1.6 | | 1.8 | | 2.2 | | 2.6 | | 2.6 | | 2.4 | | 2.2 | | 2.5 | |
| SHARE AUDIENCE % | | 6 | | 6 | | 7 | | 7 | | 7 | | 6 | | 5 | | 5 | |
| **PBS** AVERAGE AUDIENCE | | 0.5 | | 0.6 | | 1.0 | | 1.0 | | 1.1 | | 0.9 | | 1.1 | | 1.1 | |
| SHARE AUDIENCE % | | 2 | | 2 | | 3 | | 3 | | 3 | | 2 | | 2 | | 2 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | | 3.7 | | 3.8 | | 4.0 | | 4.1 | | 4.6 | | 5.0 | | 4.9 | | 4.9 | |
| SHARE AUDIENCE % | | 13 | | 13 | | 13 | | 12 | | 12 | | 12 | | 10 | | 10 | |
| **PAY SERVICES** AVERAGE AUDIENCE | | 1.2 | | 1.1 | | 0.9 | | 1.1 | | 1.2 | | 1.2 | | 1.6 | | 1.8 | |
| SHARE AUDIENCE % | | 4 | | 4 | | 3 | | 3 | | 3 | | 3 | | 3 | | 4 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 7.7 | 8.9 | 9.8 | 11.9 | 14.1 | 16.8 | 19.4 | 21.2 | 23.4 | 25.4 | 26.2 | 26.4 | 27.3 | 28.6 | 28.5 | 28.7 | 28.2 | 28.8 |
| **ABC TV** | | | | | BEANY AND CECIL | | WINNIE THE POOH I | | WINNIE THE POOH II | | SLIMER! & REAL GHOSTS. I | | SLIMER! & REAL GHOSTS. II | | PUP NAMED SCOOBY DOO | | BUGS BUNNY/TWEETY SHOW I | |
| AVERAGE AUDIENCE (Hhlds (000) | | | | | 1,720 | | 3,340 | | 4,610 | | 4,790 | | 5,880 | | 5,330 | | 5,600 | |
| & %) | | | | | 1.9 | | 3.7 | | 5.1 | | 5.3 | | 6.5 | | 5.9 | | 6.2 | |
| SHARE AUDIENCE % | | | | | 12 | | 18 | | 21 | | 20 | | 23 | | 20 | | 22 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.6 | 2.2 | 3.4 | 4.0 | 5.0 | 5.2 | 5.2 | 5.5 | 6.5 | 6.4 | 5.7 | 6.0 | 5.9 | 6.6 |
| **CBS TV** | | | | | ADV. RAGGEDY ANN & ANDY | | SUPERMAN | | MUPPET BABIES I | | MUPPET BABIES II | | PEE WEE'S PLAYHOUSE | | GARFIELD AND FRIENDS | | HEY, VERN, IT'S ERNEST (PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) | | | | | 1,900 | | 3,070 | | 3,340 | | 4,160 | | 5,060 | | 5,240 | | 3,530 | |
| & %) | | | | | 2.1 | | 3.4 | | 3.7 | | 4.6 | | 5.6 | | 5.8 | | 3.9 | |
| SHARE AUDIENCE % | | | | | 14 | | 17 | | 15 | | 17 | | 20 | | 20 | | 14 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.9 | 2.4 | 3.1 | 3.8 | 3.6 | 3.9 | 4.4 | 4.9 | 5.4 | 5.8 | 5.7 | 5.8 | 4.3 | 3.5 |
| **NBC TV** | | | | | KISSYFUR (PAE) | | GUMMI BEARS | | SMURFS I | | SMURFS II (PAE) | | ALF-SAT MORN I | | ALF-SAT MORN II (PAE) | | ALVIN AND THE CHIPMUNKS | |
| AVERAGE AUDIENCE (Hhlds (000) | | | | | 2,530 | | 3,620 | | 4,070 | | 4,790 | | 4,340 | | 4,880 | | 5,060 | |
| & %) | | | | | 2.8 | | 4.0 | | 4.5 | | 5.3 | | 4.8 | | 5.4 | | 5.6 | |
| SHARE AUDIENCE % | | | | | 19 | | 22 | | 21 | | 23 | | 19 | | 20 | | 21 | |
| AVG. AUD. BY 1/4 HR % | | | | | 2.5 | 3.2 | 3.8 | 4.2 | 4.2 | 4.7 | 5.2 | 5.3 | 4.5 | 5.0 | 5.5 | 5.3 | 5.3 | 5.9 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 2.3 | | 2.9 | | 3.8 | | 3.8 | | 4.5 | | 5.2 | | 5.5 | | 6.0 | | 6.0 | |
| SHARE AUDIENCE % | 28 | | 27 | | 25 | | 19 | | 18 | | 20 | | 20 | | 21 | | 21 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 0.8 | | 1.2 | | 1.5 | | 1.7 | | 1.5 | | 1.6 | | 1.6 | | 1.9 | | 1.8 | |
| SHARE AUDIENCE % | 10 | | 11 | | 10 | | 8 | | 6 | | 6 | | 6 | | 7 | | 6 | |
| **PBS** AVERAGE AUDIENCE | 0.1 ^ | | 0.3 ^ | | 0.5 | | 0.7 | | 1.0 | | 1.0 | | 1.0 | | 1.2 | | 1.4 | |
| SHARE AUDIENCE % | 1 ^ | | 3 ^ | | 3 | | 3 | | 4 | | 4 | | 4 | | 4 | | 5 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 1.9 | | 2.3 | | 3.0 | | 3.3 | | 4.1 | | 4.0 | | 4.4 | | 4.1 | | 3.9 | |
| SHARE AUDIENCE % | 23 | | 21 | | 19 | | 16 | | 17 | | 15 | | 16 | | 14 | | 14 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 1.1 | | 1.3 | | 1.3 | | 1.5 | | 1.6 | | 1.5 | | 1.1 | | 1.0 | | 1.2 | |
| SHARE AUDIENCE % | 13 | | 12 | | 8 | | 7 | | 7 | | 6 | | 4 | | 3 | | 4 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 29.0 | 29.5 | 29.3 | 29.6 | 30.1 | 31.7 | 31.6 | 31.9 | 32.6 | 33.5 | 32.2 | 31.7 | 31.7 | 32.4 | 32.3 | 32.7 | 32.8 | 33.1 |
| **ABC TV** | BUGS BUNNY/TWEETY SHOW II | | ANIMAL CRACK-UPS | | FLINTSTONES JUST SAY NO (R) | | | | | | | | | | | | (1) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 7,140<br>7.9 | | 3,530<br>3.9 | | 2,800<br>3.1 | | | | | | | | | | | | 4,970<br>5.5 | 4.4 *<br>|
| SHARE AUDIENCE % | 27 | | 13 | | 10 | | | | | | | | | | | | 14 | 13 * |
| AVG. AUD. BY 1/4 HR % | 7.7 | 8.0 | 4.1 | 3.7 | 2.9 | 3.3 | | | | | | | | | | | 3.9 | 4.7 |
| **CBS TV** | FLIP | | MIGHTY MOUSE | | CBS STORYBREAK GINNY | | | | | | | | ←CBS COLLEGE FOOTBALL GAME TENNESSEE VS AUBURN (2:40-5:38)(PAE)→ | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 2,440<br>2.7 | | 2,710<br>3.0 | | 2,350<br>2.6 | | | | | | | | 2,890<br>3.2 | 3.1 * | | 3.8 * | | 3.7 * |
| SHARE AUDIENCE % | 9 | | 10 | | 8 | | | | | | | | 9 | 10 * | | 12 * | | 11 * |
| AVG. AUD. BY 1/4 HR % | 2.6 | 2.7 | 3.0 | 3.0 | 2.6 | 2.7 | | | | | | | 2.9 | 3.2 | 3.8 | 3.7 | 3.7 | 3.6 |
| **NBC TV** | MISADVENTURES -ED GRIMLEY (PAE) | | SUMMER OLYMPICS SAT-MID | | | | ←NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS BOSTON OAKLAND VS MILWAUKEE (1:00-4:47)(PAE)→ | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 3,800<br>4.2 | | 5,240<br>5.8 | 5.6 * | | 6.0 * | 5,240<br>5.8 | 5.1 * | | 5.4 * | | 5.5 * | | 5.5 * | | 5.6 * | | 5.9 * |
| SHARE AUDIENCE % | 15 | | 19 | 19 * | | 19 * | 18 | 16 * | | 16 * | | 17 * | | 17 * | | 17 * | | 18 * |
| AVG. AUD. BY 1/4 HR % | 4.3 | 4.1 | 5.3 | 5.9 | 5.8 | 6.3 | 5.3 | 4.8 | 5.3 | 5.5 | 5.5 | 5.5 | 5.6 | 5.4 | 5.3 | 5.8 | 6.0 | 5.8 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 6.6 | | 7.1 | | 8.1 | | 8.7 | | 9.9 | | 9.2 | | 9.7 | | 9.9 | | 9.7 | |
| SHARE AUDIENCE % | 23 | | 24 | | 26 | | 27 | | 30 | | 29 | | 30 | | 30 | | 29 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.1 | | 2.2 | | 2.2 | | 2.2 | | 2.8 | | 2.4 | | 2.4 | | 2.3 | | 1.9 | |
| SHARE AUDIENCE % | 7 | | 7 | | 7 | | 7 | | 8 | | 8 | | 8 | | 7 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | | 1.5 | | 1.6 | | 1.9 | | 1.9 | | 2.1 | | 1.8 | | 1.5 | | 1.6 | |
| SHARE AUDIENCE % | 5 | | 5 | | 5 | | 6 | | 6 | | 7 | | 6 | | 5 | | 5 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 4.1 | | 4.9 | | 5.2 | | 5.3 | | 5.9 | | 6.3 | | 6.4 | | 6.3 | | 6.4 | |
| SHARE AUDIENCE % | 14 | | 17 | | 17 | | 17 | | 18 | | 20 | | 20 | | 19 | | 19 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.7 | | 2.3 | | 2.4 | | 2.7 | | 2.7 | | 2.1 | | 2.5 | | 3.1 | | 2.7 | |
| SHARE AUDIENCE % | 6 | | 8 | | 8 | | 8 | | 8 | | 7 | | 8 | | 10 | | 8 | |

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FTBALL GAME,OKLAHOMA VS USC,LSU VS OHIO STATE,(PAE),ABC,(MULTI SEGMENT)

For explanation of symbols, See page B.

| | | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 33.3 | 34.4 | 35.2 | 35.2 | 35.2 | 36.2 | 37.9 | 39.1 | 40.9 | 42.7 | 43.7 | 44.8 |
| **ABC TV** | | ABC COLLEGE FTBALL GAME OKLAHOMA VS USC LSU VS OHIO STATE (MULTI SEGMENT)(PAE) | | | | | | | | | | | (1) |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 4.9 * | | 5.3 * | | 5.5 * | | 6.1 * | | 6.4 * | | 2,440 2.7 * |
| SHARE AUDIENCE | % | | 14 * | | 15 * | | 15 * | | 16 * | | 15 * | | 6 * |
| AVG. AUD. BY 1/4 HR | % | 4.7 | 4.9 | 5.0 | 5.5 | 5.2 | 5.7 | 6.1 | 6.1 | 6.5 | 6.3 | 5.8 | 2.7 |
| **CBS TV** | | CBS COLLEGE FOOTBALL GAME TENNESSEE VS AUBURN (2:40-5:38)(PAE) | | | | | | | (2) | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 3.2 * | | 2.9 * | | 2.8 * | 2,440 2.7 | | | | 6,150 6.8 | |
| SHARE AUDIENCE | % | | 9 * | | 8 * | | 8 * | 7 | | | | 15 | |
| AVG. AUD. BY 1/4 HR | % | 3.4 | 3.1 | 2.9 | 2.9 | 2.8 | 2.9 | 2.5 | 2.9 | | | 6.7 | 6.8 |
| **NBC TV** | | | (3) | | SUMMER OLYMPICS SAT-PM (4:47-7:00)(PAE) | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 6.6 * | | 9,310 10.3 | | 8.5 * | | 10.5 * | | 11.4 * | | 12.3 * |
| SHARE AUDIENCE | % | | 19 * | | 26 | | 24 * | | 27 * | | 27 * | | 28 * |
| AVG. AUD. BY 1/4 HR | % | 6.1 | 7.0 | 7.7 | 6.8 | 8.0 | 8.9 | 10.1 | 10.9 | 11.3 | 11.5 | 12.2 | 12.4 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 10.1 | | 10.9 | | 10.6 | | 10.7 | | 10.2 | | 10.5 | |
| SHARE AUDIENCE % | | 30 | | 31 | | 30 | | 28 | | 24 | | 24 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.4 | | 2.4 | | 2.6 | | 2.7 | | 2.7 | | 2.9 | |
| SHARE AUDIENCE % | | 7 | | 7 | | 7 | | 7 | | 6 | | 7 | |
| **PBS** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.5 | | 1.7 | | 1.6 | | 1.6 | | 1.6 | | 1.8 | |
| SHARE AUDIENCE % | | 4 | | 5 | | 4 | | 4 | | 4 | | 4 | |
| **CABLE ORIG.** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 6.6 | | 6.5 | | 6.4 | | 6.2 | | 6.4 | | 6.9 | |
| SHARE AUDIENCE % | | 19 | | 18 | | 18 | | 16 | | 15 | | 16 | |
| **PAY SERVICES** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.7 | | 2.7 | | 2.6 | | 2.8 | | 2.2 | | 2.2 | |
| SHARE AUDIENCE % | | 8 | | 8 | | 7 | | 7 | | 5 | | 5 | |

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FOOTBALL-POST,(B),(PAE),ABC,(6:45-7:00)
(2) CBS COLLEGE FOOTBALL POST,(PAE),CBS,(5:38-6:00)
(3) NBC MAJOR LEAGUE BASEBALL,NY YANKS V BSTN/OAKLND V MILWKEE,(PAE),NBC,(1:00-4:47)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 25, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 6.4 | 7.5 | 8.8 | 9.8 | 11.8 | 14.4 | 16.9 | 19.5 | 22.0 | 24.2 | 26.2 | 27.7 | 27.8 | 28.3 | 28.3 | 29.3 | 29.8 | 30.6 |
| **ABC TV** | | | | | | | | | | | | | | | HEALTH SHOW | | BUSINESS WORLD | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | | | | | | | | | | | 990 | | 810 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | | | | | 1.1 | | 0.9 | |
| SHARE AUDIENCE % | | | | | | | | | | | | | | | 4 | | 3 | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | | | | | | | 1.0 | 1.2 | 0.9 | 0.8 |
| **CBS TV** | | | | | | | | | ← SUNDAY MORNING | | | | | → | FACE THE NATION | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | | | | | 3,160 | | | | | | 1,630 | | | |
| AVERAGE AUDIENCE (%) | | | | | | | | | 3.5 | 3.0 * | | 3.8 * | | 3.7 * | 1.8 | | | |
| SHARE AUDIENCE % | | | | | | | | | 13 | 13 * | | 14 * | | 13 * | 7 | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | 2.6 | 3.4 | 3.7 | 3.9 | 3.8 | 3.6 | 1.9 | 1.7 | | |
| **NBC TV** | | | | | ← SUMMER OLYMPICS SUN-AM (8:00-12:00) | | | | | | | | | | | | | → |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 5,700 | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 6.3 | 2.2 * | | 3.8 * | | 5.1 * | | 6.4 * | | 7.7 * | | 8.2 * | | 8.2 * |
| SHARE AUDIENCE % | | | | | 28 | 18 * | | 23 * | | 25 * | | 27 * | | 30 * | | 31 * | | 29 * |
| AVG. AUD. BY 1/4 HR % | | | | | 1.8 | 2.6 | 3.5 | 4.1 | 4.9 | 5.2 | 6.2 | 6.6 | 7.5 | 8.0 | 8.1 | 8.3 | 8.0 | 8.4 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.5 | | 2.3 | | 3.3 | | 4.6 | | 5.4 | | 6.2 | | 7.0 | | 7.6 | | 7.8 | |
| SHARE AUDIENCE % | 21 | | 25 | | 25 | | 25 | | 23 | | 23 | | 25 | | 26 | | 26 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.5 | | 0.9 | | 1.3 | | 1.8 | | 2.1 | | 2.2 | | 2.2 | | 2.2 | | 2.1 | |
| SHARE AUDIENCE % | 7 | | 10 | | 10 | | 10 | | 9 | | 8 | | 8 | | 8 | | 7 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.1 ^ | | 0.4 | | 0.7 | | 1.2 | | 1.3 | | 1.4 | | 1.2 | | 1.2 | | 1.5 | |
| SHARE AUDIENCE % | 1 ^ | | 4 | | 5 | | 7 | | 6 | | 5 | | 4 | | 4 | | 5 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.0 | | 2.7 | | 3.3 | | 3.6 | | 4.4 | | 5.3 | | 5.9 | | 5.8 | | 6.1 | |
| SHARE AUDIENCE % | 29 | | 29 | | 25 | | 20 | | 19 | | 20 | | 21 | | 20 | | 20 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.1 | | 1.1 | | 1.2 | | 1.6 | | 2.1 | | 2.2 | | 1.8 | | 2.3 | | 2.6 | |
| SHARE AUDIENCE % | 16 | | 12 | | 9 | | 9 | | 9 | | 8 | | 6 | | 8 | | 9 | |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 25, 1988

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 30.8 | 32.0 | 31.6 | 31.8 | 32.3 | 33.7 | 35.1 | 37.0 | 37.9 | 39.0 | 39.7 | 40.1 | 40.4 | 40.6 | 41.3 | 41.7 | 42.0 | 42.8 |
| **ABC TV** | ←THIS WEEK-DAVID BRINKLEY→ | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 2,980<br>3.3 | 3.1 * | | 3.5 * | | | | | | | | | | | | | | |
| SHARE AUDIENCE % | 10 | 10 * | | 11 * | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | 3.0 | 3.3 | 3.5 | 3.5 | | | | | | | | | | | | | | |
| **CBS TV** | | | | | CBS NFL TODAY | | ←CBS NFL FOOTBALL GAME 1— VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 4,970<br>5.5 | | 11,390<br>12.6 | 10.4 * | | 12.1 * | | 13.2 * | | 12.2 * | | 13.7 * | | 14.3 * |
| SHARE AUDIENCE % | | | | | 17 | | 31 | 29 * | | 31 * | | 33 * | | 30 * | | 33 * | | 34 * |
| AVG. AUD. BY 1/4 HR % | | | | | 4.9 | 6.0 | 9.8 | 11.2 | 11.8 | 12.4 | 13.2 | 13.1 | 11.7 | 12.3 | 13.6 | 13.8 | 14.3 | 14.7 |
| **NBC TV** | SUMMER OLYMPICS SUN-AM (8:00-12:00) | | MEET THE PRESS(B) | | NFL LIVE | | ←NFL SINGLE— VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 8.6 * | 3,160<br>3.5 | | 5,420<br>6.0 | | 9,580<br>10.6 | 8.9 * | | 10.3 * | | 10.6 * | | 10.8 * | | 11.1 * | | 11.6 * |
| SHARE AUDIENCE % | | 29 * | 12 | | 19 | | 26 | 25 * | | 27 * | | 27 * | | 27 * | | 27 * | | 27 * |
| AVG. AUD. BY 1/4 HR % | 8.5 | 8.7 | 4.0 | 3.0 | 5.6 | 6.3 | 8.4 | 9.5 | 10.3 | 10.4 | 10.7 | 10.8 | 11.1 | 10.4 | 11.1 | 11.2 | 11.1 | 12.1 |

| | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2:30 | 3:00 | 3:30 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | |
| AVERAGE AUDIENCE | 8.6 | 9.4 | 9.6 | 8.1 | 8.4 | 8.4 | 9.1 | 9.0 | 9.2 |
| SHARE AUDIENCE % | 27 | 30 | 29 | 23 | 22 | 21 | 22 | 22 | 22 |
| **SUPERSTATIONS** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.2 | 2.4 | 2.5 | 2.1 | 1.8 | 1.5 | 1.8 | 1.8 | 1.7 |
| SHARE AUDIENCE % | 7 | 8 | 8 | 6 | 5 | 4 | 4 | 4 | 4 |
| **PBS** | | | | | | | | | |
| AVERAGE AUDIENCE | 1.3 | 1.4 | 1.6 | 1.2 | 1.0 | 0.9 | 1.1 | 0.9 | 1.1 |
| SHARE AUDIENCE % | 4 | 4 | 5 | 3 | 3 | 2 | 3 | 2 | 3 |
| **CABLE ORIG.** | | | | | | | | | |
| AVERAGE AUDIENCE | 6.5 | 7.0 | 6.6 | 5.7 | 6.2 | 6.0 | 6.0 | 6.2 | 6.5 |
| SHARE AUDIENCE % | 21 | 22 | 20 | 16 | 16 | 15 | 15 | 15 | 15 |
| **PAY SERVICES** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.3 | 2.7 | 2.7 | 3.0 | 2.3 | 2.7 | 2.5 | 2.2 | 2.1 |
| SHARE AUDIENCE % | 7 | 9 | 8 | 8 | 6 | 7 | 6 | 5 | 5 |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY SUN. SEP. 25, 1988

| TIME | | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 43.0 | 42.7 | 42.2 | 42.1 | 42.0 | 42.7 | 42.9 | 43.7 | 45.3 | 47.2 | 48.3 | 49.6 |
| **ABC TV** | | ← BOSCH GRAND PRIX RACE → | | | | | | | | | | ABC WRLD NEWS TONIGHT-(B) | |
| AVERAGE AUDIENCE | | 1,540 | | | | | | | | | | 4,520 | |
| (Hhlds (000) & %) | | 1.7 | 1.7 * | | 1.6 * | | 1.7 * | | 1.9 * | | | 5.0 | |
| SHARE AUDIENCE | % | 4 | 4 * | | 4 * | | 4 * | | 4 * | | | 10 | |
| AVG. AUD. BY 1/4 HR | % | 1.7 | 1.6 | 1.5 | 1.6 | 1.6 | 1.7 | 1.7 | 2.1 | | | 4.9 | 5.1 |
| **CBS TV** | | ← CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 10,310 | | | | | | | | | | | |
| (Hhlds (000) & %) | | 11.4 | 10.0 * | | 11.7 * | | 11.7 * | | 10.9 * | | 11.2 * | | 11.7 * |
| SHARE AUDIENCE | % | 25 | 23 * | | 28 * | | 28 * | | 25 * | | 24 * | | 24 * |
| AVG. AUD. BY 1/4 HR | % | 10.5 | 9.8 | 11.8 | 11.7 | 11.7 | 11.7 | 10.8 | 10.9 | 10.9 | 11.3 | 11.4 | 12.0 |
| **NBC TV** | | ← SUMMER OLYMPICS SUN-PM (MULTI SEGMENT)(PAE) | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 9,040 | | | | | | | | | | | |
| (Hhlds (000) & %) | | 10.0 | 8.3 * | | 8.8 * | | 9.7 * | | 10.8 * | | 11.0 * | | 12.0 * |
| SHARE AUDIENCE | % | 22 | 19 * | | 21 * | | 23 * | | 25 * | | 24 * | | 24 * |
| AVG. AUD. BY 1/4 HR | % | 8.0 | 8.5 | 8.8 | 8.9 | 9.5 | 10.0 | 10.9 | 10.7 | 11.0 | 11.1 | 12.0 | 6.0 |

| | 4:00 | 4:30 | 5:00 | 5:30 | 6:00 | 6:30 |
|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | |
| AVERAGE AUDIENCE | 9.5 | 9.7 | 9.5 | 10.0 | 9.5 | 10.6 |
| SHARE AUDIENCE % | 22 | 23 | 22 | 23 | 21 | 22 |
| **SUPERSTATIONS** | | | | | | |
| AVERAGE AUDIENCE | 1.8 | 1.8 | 2.0 | 2.1 | 2.2 | 2.7 |
| SHARE AUDIENCE % | 4 | 4 | 5 | 5 | 5 | 6 |
| **PBS** | | | | | | |
| AVERAGE AUDIENCE | 1.2 | 1.0 | 1.0 | 1.0 | 1.3 | 1.3 |
| SHARE AUDIENCE % | 3 | 2 | 2 | 2 | 3 | 3 |
| **CABLE ORIG.** | | | | | | |
| AVERAGE AUDIENCE | 6.1 | 5.9 | 5.9 | 6.2 | 5.4 | 5.5 |
| SHARE AUDIENCE % | 14 | 14 | 14 | 14 | 12 | 11 |
| **PAY SERVICES** | | | | | | |
| AVERAGE AUDIENCE | 2.3 | 2.7 | 2.2 | 2.2 | 2.2 | 2.1 |
| SHARE AUDIENCE % | 5 | 6 | 5 | 5 | 5 | 4 |

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.